MARCH 23, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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ON APRIL 1ST

WITI-TV

CHANNEL 6

WILL BE

CBS

IN MILWAUKEE

Now you can combine the complete coverage of WITI-TV with powerful CBS programming to sell all of the Greater Milwaukee market. Also, Storer management will assure integrity of operation, and close identification with the community's interests.

Storer Television

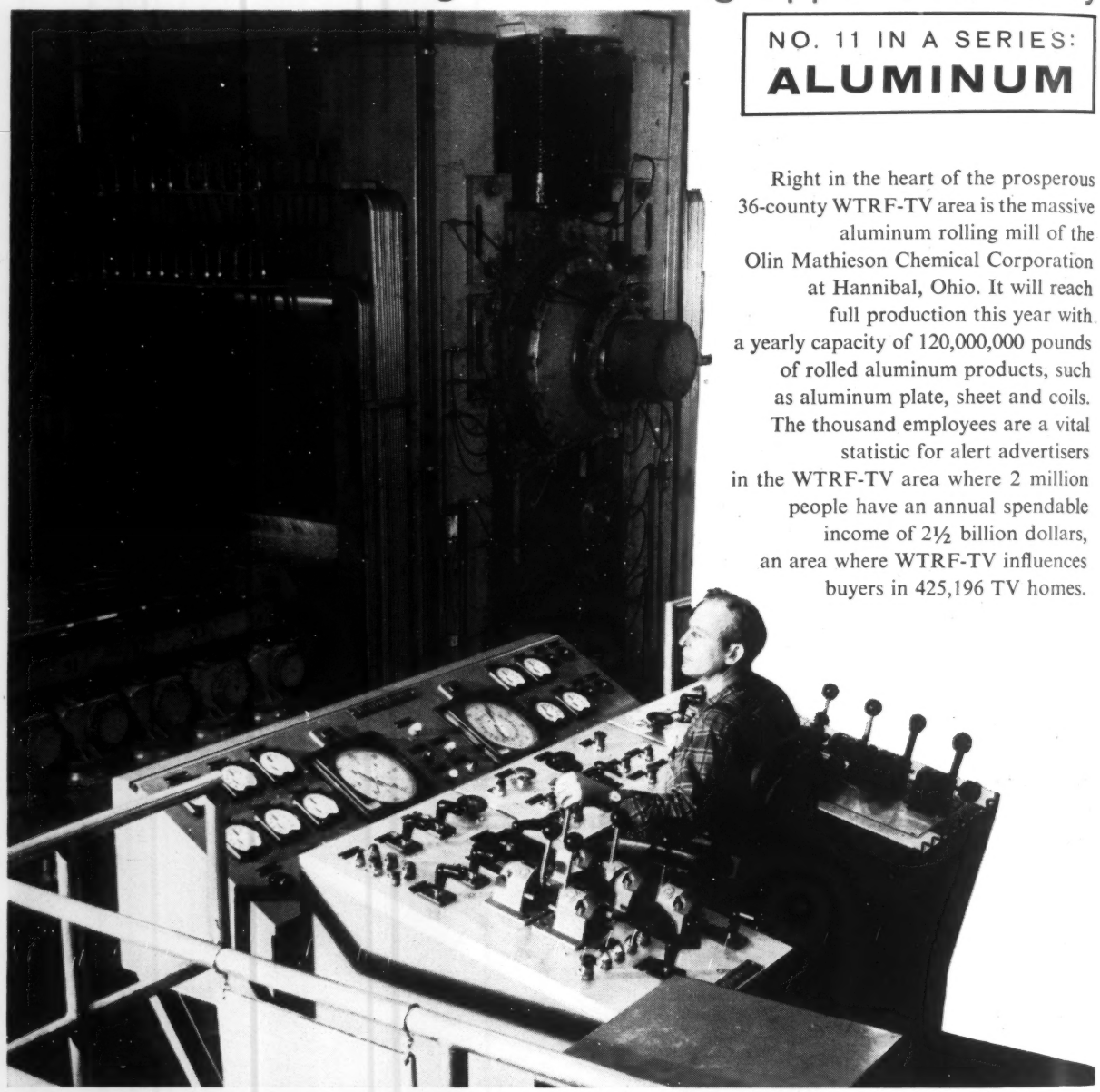
WITI-TV Milwaukee WSPD-TV Toledo WJBK-TV Detroit WAGA-TV Atlanta WJW-TV Cleveland

Represented nationally by BLAIR TELEVISION ASSOCIATES

WHEELING: 37*TH TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley



NO. 11 IN A SERIES:
ALUMINUM

Right in the heart of the prosperous 36-county WTRF-TV area is the massive aluminum rolling mill of the Olin Mathieson Chemical Corporation at Hannibal, Ohio. It will reach full production this year with a yearly capacity of 120,000,000 pounds of rolled aluminum products, such as aluminum plate, sheet and coils. The thousand employees are a vital statistic for alert advertisers in the WTRF-TV area where 2 million people have an annual spendable income of 2½ billion dollars, an area where WTRF-TV influences buyers in 425,196 TV homes.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

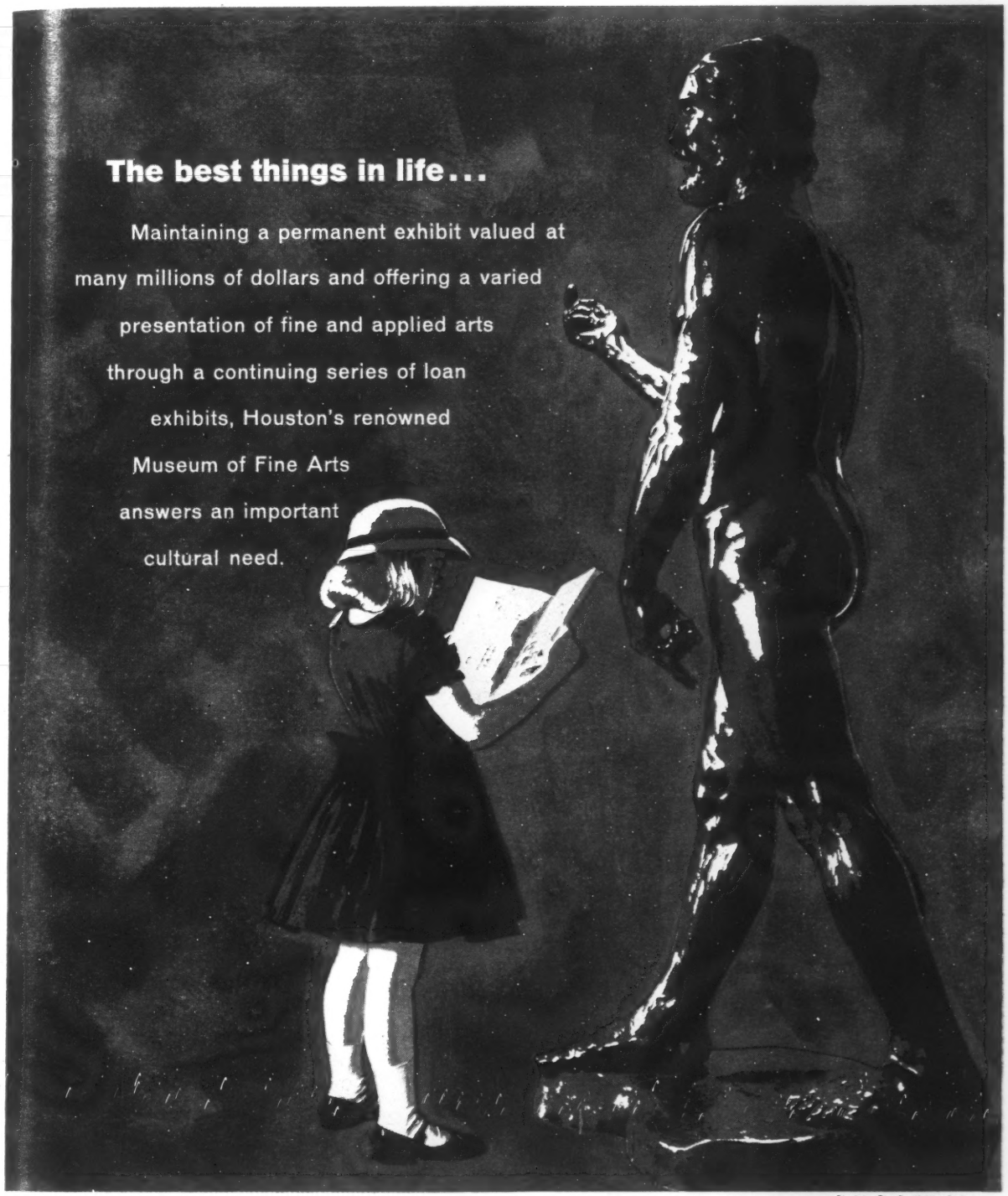
316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

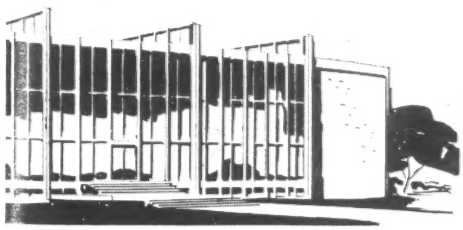
wtrf tv

CHANNEL 7

Reaching a market that's reaching new importance!


The best things in life...
Maintaining a permanent exhibit valued at many millions of dollars and offering a varied presentation of fine and applied arts through a continuing series of loan exhibits, Houston's renowned Museum of Fine Arts answers an important cultural need.

St. John The Baptist-by Rodin



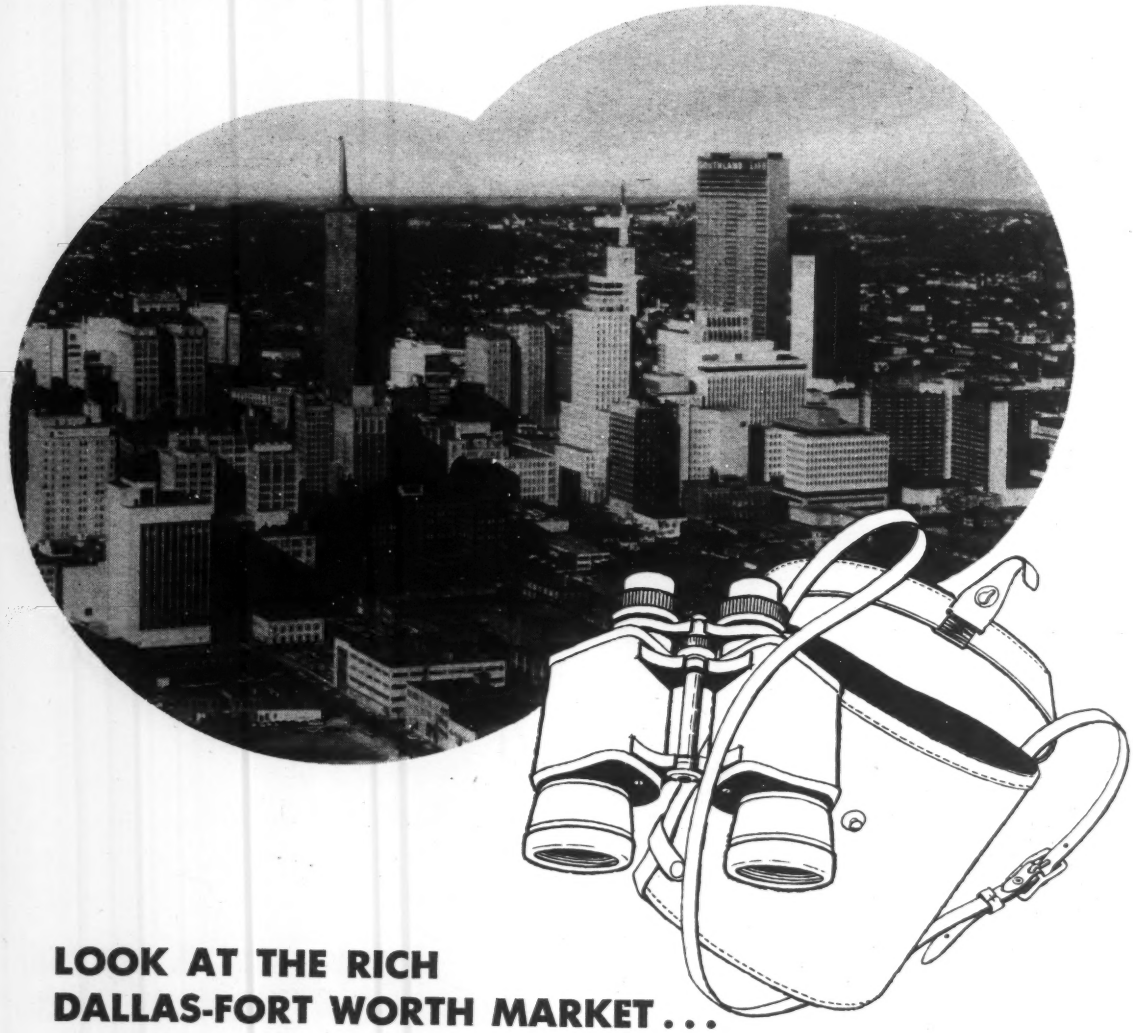
Outstanding example of simplicity and refinement, is the Mies van der Rohe masterpiece, the recently completed Cullinan Hall of The Museum of Fine Arts.

K T R K TV

THE CHRONICLE STATION

P.O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC GENERAL MANAGER.
HOUSTON CONSOLIDATED TELEVISION CO. WILLARD E. WALBRIDGE
NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., COMMERCIAL MANAGER,
500 FIFTH AVENUE, NEW YORK 36, N.Y. BILL BENNETT

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.



LOOK AT THE RICH DALLAS-FORT WORTH MARKET . . .

. . . and the best way to see it is through KRLD-TV in Dallas . . . covering more than 656,000 TV Homes . . . the greatest TV Circulation in the South! Ask any Branham man.

KRLD-TV

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Quiet man • After having worked quietly for two years, C. Wrede Petersmeyer, Corinthian stations head, emerged from NAB convention in Chicago last week with new leadership prestige. As tv board member, he had spearheaded effort to launch public relations counter-offensive against print media and political critics, and he logically was named chairman of nine-man committee to undertake what may be $1 million campaign (story page 51). Another committeeman, Jack Harris, KPRC-TV Houston, three years ago had been head of information committee which advocated similar nationwide effort, only to see it pigeonholed. Information committee will hold its first meeting in New York this Friday.

"Best convention yet" was preponderant comment following NAB's first ownership-management sessions in Chicago last week. All sessions were better attended and heavy equipment exhibitors generally reported more actual business signed than ever before. So did station brokers who reported numerous new listings.

No revolt now • Despite dissatisfaction in some quarters, no organized effort to change NAB structure was apparent at last week's Chicago convention. Number of important station operators, however, freely stated they would resign unless trade association is reoriented to operate more effectively in legislative and public relations areas and with less emphasis on other activities, except for employe relations.

Of significance in this regard was tv membership action in unanimously approving "information" campaign "in liaison with" NAB but to be separately staffed, operated and financed. Nine-man committee appointed by President Harold E. Fellows was identical with recommendations of tv board members.

Co-op tv network • NTA Television Network officials were reported to have sounded out station operators during NAB convention on plan whereby network would offer outlets up to 20 hours of programming (both taped and filmed) on co-op basis. It was believed plan would permit stations to sell part of the programs. Programming said to include some of taped shows now carried on NTA-owned WNTA-TV Newark, such as *Mike Wallace Interview, Martin Gabel's Roundtable,* and *Alex in Wonderland,* plus variety show, children's program and 90-minute specials.

WAGA on block • Storer Broadcasting board meets today (Monday) to consider bids to buy WAGA Atlanta, Ga. Storer must sell one am station to keep within maximum seven station ownership in light of purchase of KPOP Los Angeles (BROADCASTING, March 16). Price for WAGA expected to be between $800,000 and 1 million.

Unregistered delegate • Although no trial date yet set, Justice Dept. apparently is serious in prosecuting its antitrust suit against six tv film distributing companies. During NAB convention, Justice lawyer interviewed several telecasters, seemed particularly keen to learn whether they had to take films they did not want to get films they did want. Suit, alleging block booking, was filed in March 1957 against Loew's Inc. (MGM), C&C Super Corp. (RKO), Screen Gems (Columbia), Associated Artists Production (Warner Bros.), National Telefilm Assoc. (20th Century-Fox) and United Artists.

Public issues • While not yet ready for announcement, two station organizations (both radio and tv) shortly plan to effect public stock issues, in general following Storer Broadcasting Co. pattern and recent Wolfson (Wometco Enterprises Inc.) project. In each instance, present principals would hold operating control with minorities offered investing public.

Hardesty to Hamilton • Jack Hardesty, vice president-general manager of Radio Advertising Bureau, will leave May 1 to join Hamilton, Stubblefield & Twining, station brokerage. He will replace W. R. Twining who has resigned as West Coast member of firm which so far retains firm name despite departure recently of Mr. Twining and that some time ago of William T. Stubblefield. Ray V. Hamilton, surviving partner, is operating firm.

Mr. Twining will remain in San Francisco, it's understood, and will operate in industrial and commercial real estate brokerage and finance. Mr. Stubblefield, since leaving firm several months ago, has operated consultancy in Washington, D.C.

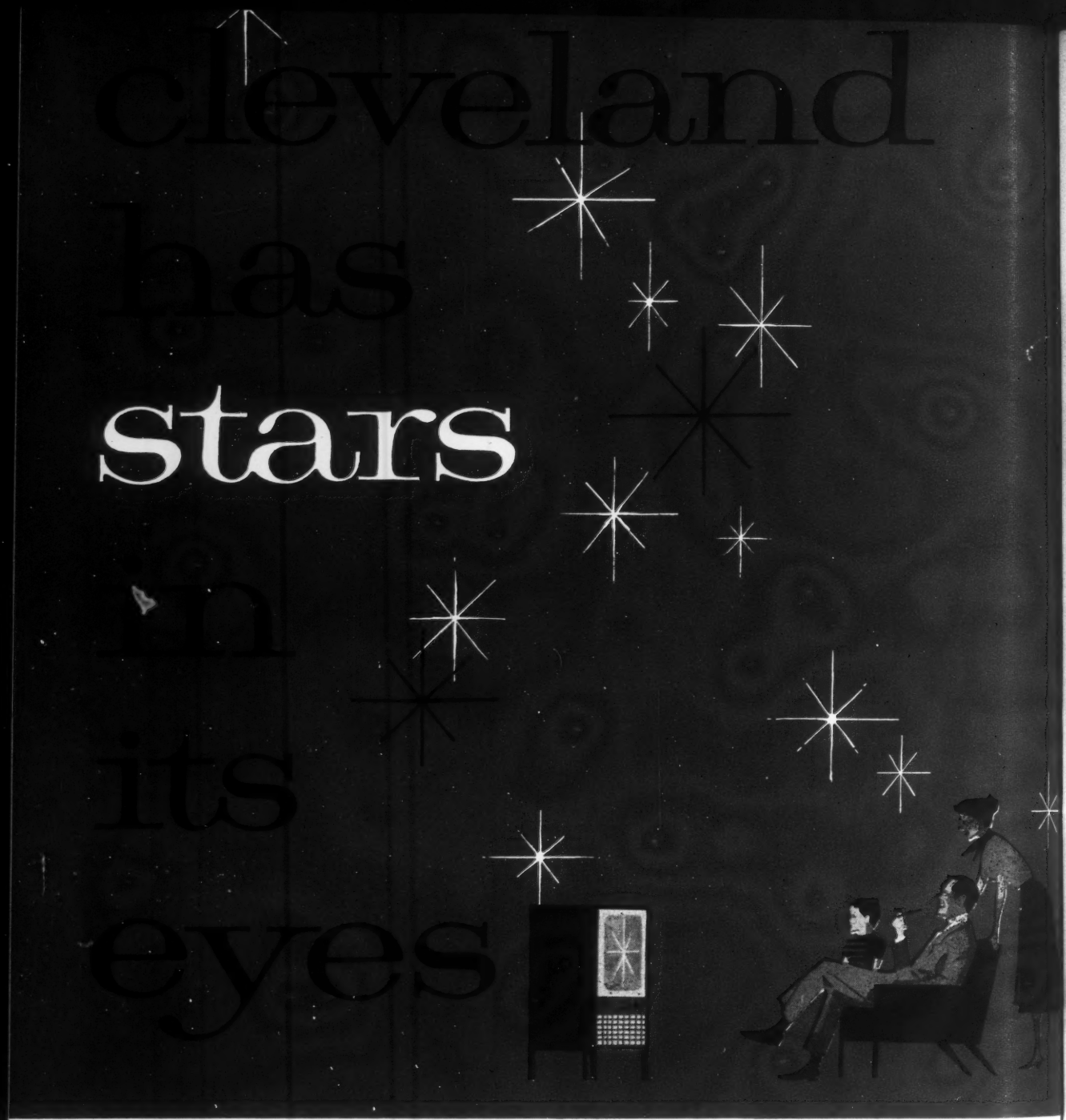
Business is booming at RAB. In first 15 business days of March, new memberships totaled 34—more than had been recorded in any previous full-month period in RAB's six-year history. With these additions, RAB station membership now stands at 935.

Dealers change • FCC achieved agreement with one top Defense Dept. official to negotiate on exchange of frequencies to make more room for vhf tv story page 56), but it will conduct negotiations with another—his successor. It was Paul W. Goldsborough, Defense Dept. director of telecommunications policy, who assured FCC of willingness to explore spectrum swap. It will be William Hatton, former IT&T official, with whom FCC makes exploration. Mr. Goldsborough retires March 30, and Mr. Hatton replaces him.

Mr. Roadblock • Rep. Martha Griffiths (D-Mich.) is pulling all stops in efforts to get House Rules Committee airing of her resolutions permitting radio-tv coverage of House proceedings and hearings. Rep. Griffiths, who is candidate for judgeship on Michigan criminal court, has been buttonholing Democratic leaders, many of whom privately favor lifting of ban. They will not, however, openly oppose edict of Speaker Sam Rayburn (D-Tex.). She admits proposal has no chance as long as Mr. Sam continues opposition but feels Rules Hearing Committee would help induce proper climate for future.

History project • Broadcasting "Hall of Fame" project, first proposed by Broadcast Pioneers, has entered planning stage. With more than $10,000 in seed money already pledged, James Carmine, museum and archives expert, has been retained by NAB special committee on advice of Smithsonian Institution to explore feasibility of project. He will interview leading figures in broadcasting to ascertain availability of historic equipment and other materials for museum display.

Wrong-way wetbacks • Broadcasters on American side of Mexican border are being plagued by new competitive problem—lease of Mexican facilities to U.S. operators who maintain studios in this country. Automation is catalyst, according to complaints. U.S. "lessees" tape record programs and commercials in U.S. and ship them across border, thus circumventing necessity of FCC approval of programs transmitted across boundaries by wire lines.



WITH WJW-TV'S BIG MOVIES!

WJW-TV has skyrocketed to the top with the BIG STARS in all THE BIG MOVIES from WARNER BROS., 20TH CENTURY, and UNITED ARTISTS. Add to these the great new PARAMOUNT FEATURES and you have a galaxy of stars selling for you. Represented by the Katz Agency, Inc.

"Famous on the local scene"

WJW-TV

CHANNEL 8

CBS • CLEVELAND, OHIO

Storer Broadcasting Company

Storer Television

WJW-TV Cleveland • **WJBK-TV** Detroit • **WSPD-TV** Toledo • **WAGA-TV** Atlanta • **WITI-TV** Milwaukee

WEEK IN BRIEF

Miss Bullis

The station merchandising plan • Do it right or don't do it, warns an agency supervisor of broadcast media who should know what she is talking about. Muriel Bullis, of Erwin Wasey, Ruthrauff & Ryan, Los Angeles, writes in this week's MONDAY MEMO that, after all, the agency's "primary interest is in the medium and not its extra features." Page **29.**

Equal time relief in sight • President terms effect of recent FCC ruling on Sec. 315 "ridiculous" and tells Attorney General to recommend remedial legislation. Congressional temperament is such that searching overhaul of Sec. 315 is in the making. Page **31.**

Spot tv honors to P&G • Procter & Gamble takes top place in gross billing in spot tv; ranks No. 1 for largest brand expenditure (Zest) and with network combined holds unchallenged exlusivity with $84.5 million. TvB's breakdown on 1958 spot figures. Page **36.**

Publish the rates • Jayne Shannon of J. Walter Thompson says stations who give rates "on request" shake advertiser faith in spot media. Page **46.**

What does tv do for the candidate? • Survey by Cunningham & Walsh shows how medium proves big boon to the politician. Page **84.**

CBS-TV business upbeat • "Year of the doldrums" has been replaced by "year of opportunity," CBS-TV affiliates' annual conference is told. Washington situation, news coverage, programming, technical developments are among other topics covered at pre-NAB meeting in Chicago. Page **88.**

NAB Convention—Complete Report From the Chicago Scene

How this became one for the books	Page 50
The NAB keynote award: family tradition	Page 50
Tv's million-dollar PR story	Page 51
Wide shot of the spectrum, close-up on vhf	Page 56
Fm operators in new association	Page 64
Teeth of television code sharpened	Page 64
Regulator's view of a regulated business	Page 67
Tv-tape preoccupation: selling, buying, using	Page 70
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In the Big, Rich Southwest . . .

KWFT

Wichita Falls, Texas delivers

BIG

NCS No. 2 CIRCULATION

Based on NCS #2 weekly daytime circulation (108,300 homes), KWFT delivers the 73rd market in the U.S. Includes 77 counties with over $1½ billion total retail sales (Consumer Markets, 1958).

AT LOWEST COST PER 1000

PLUS

BIG

BONUS COVERAGE

. . . in KWFT's gigantic ½ mv/m area: 1,201,407 total households; nearly $5 billion total retail sales!

See your H-R representative or Clarke Brown man

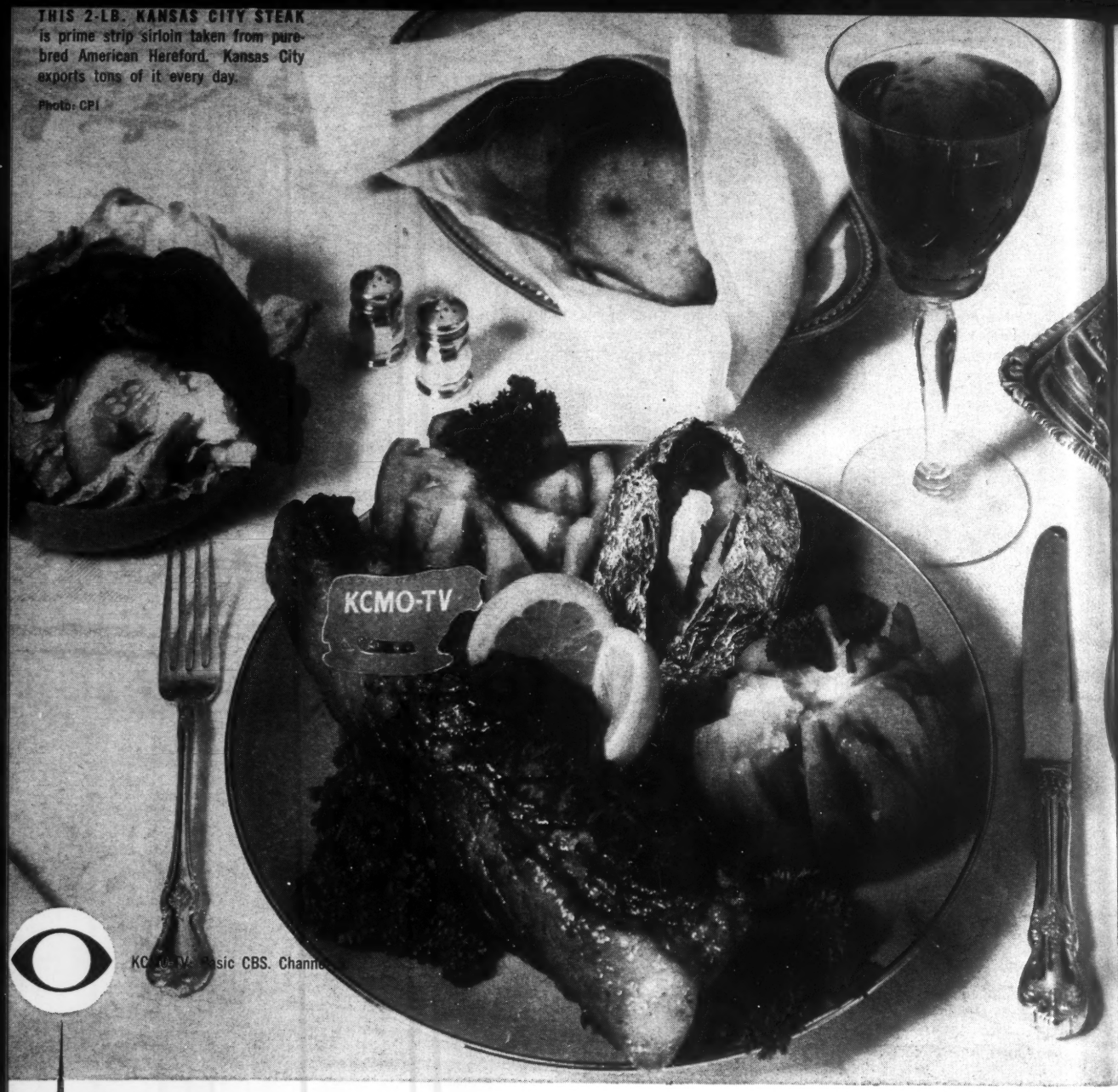
KWFT

The Voice of the Rich Southwest

WICHITA FALLS, TEXAS

BEN LUDY
Pres. & Gen. Mgr.

5 K W
at 620
Day & Night



THIS 2-LB. KANSAS CITY STEAK is prime strip sirloin taken from pure-bred American Hereford. Kansas City exports tons of it every day.

Photo: CPI

KC[illegible]-TV: Basic CBS. Channel [illegible]

YOUR STAKE IN KANSAS CITY

And a whopping big stake it is in the steak capital. Survey after survey, KCMO-TV has more quarter-hour firsts (according to ARB and Nielsen) than any other station.

And KCMO-TV reaches its dominant-size audience in the million-population Kansas City market by broadcasting at maximum power from the world's tallest self-supported tower. Your message is delivered with full electronic impact.

Stake your claim here. Do it with Mid-America's No. 1 station in size of audience, picture clarity and sales success.

KCMO-TV

Kansas City, Missouri
Joe Hartenbower, General Mgr.
Sid Tremble, Station Mgr.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz agency.

Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

McCaw, Keating part

Fifteen year association between J. Elroy McCaw and John D. Keating has come to end. Transaction estimated at overall $2 million made known Friday. Details:

Mr. McCaw takes over Mr. Keating's 25% interest in Gotham Broadcasting Corp. (WINS New York). Mr. Keating takes over Mr. McCaw's 50% interest in Island Broadcasting Co. (which owns 50% of KONA [TV] Honolulu), and 100% interest in KDAY Santa Monica, Calif. Mr. Keating also takes possession of $355,000 in notes received from Bartell Group when McCaw-Keating sold KYA San Francisco to Bartells last year for about $1 million.

After transaction cleared with FCC, Mr. McCaw will own outright WINS New York, KTVW (TV) Tacoma-Seattle, 50% of KELA Centralia and 33⅓% of KALE Richland, in Wash. Gotham, at present 50% owner of KTVR (TV) Denver, is buying out other 50% held by Radio Hawaii (Founder's Corp.) for $160,000 (BROADCASTING, March 16); this then will be 100% owned by Mr. McCaw. Mr. Keating will have sole ownership of KDAY and full half-interest in KONA.

Mutual sale hung up as 3rd group involved

Prospective sale of Mutual to Malcolm Smith group remained unconsummated late Friday night. Terms seemed close enough that lawyers had taken over chief role in negotiations, presumably working out fine print. Talks ran until 1:30 a.m. Friday morning, resumed that afternoon and continued into night.

Negotiations, which had been two-sided since Mr. Smith purchased option on network two weeks earlier (AT DEADLINE, March 9), became three-sided Thursday when insurgent Scranton Corp. stockholders deposed Hal Roach Jr. as chairman of company which owns both Hal Roach Studios and Mutual. James D. Johnson, Scranton president, became chief executive officer. Mr. Roach was busy Friday testifying before Manhattan grand jury.

Terms of sale under discussion envision Mr. Smith's group taking over network's $1,050,000 in obligations, conditioned on 6-month deferral of demands from creditors. Mr. Smith presumably would agree to meet current expenses, estimated at $350,000 monthly. Network now is paying AT&T, major creditor, $35,000 in advance each week. Under another of discussed terms, new Mutual management would allot radio time to Scranton Corp. and Hal Roach Studios.

Earlier in week, in rapid series of legal maneuvers: (1) A.L. Guterma, ex-president of Mutual and of F.L. Jacobs Co., was indicted by federal grand jury on various stock charges; (2) federal court in New York ordered Jacobs company into receivership; (3) Michigan court ordered company into still another receivership, and (4) while those two receivers were debating jurisdiction, federal court in Detroit ordered company into trusteeship under federal bankruptcy laws. Counsel for first-named receivers and for Securities & Exchange Commission were in Detroit Friday seeking to have trusteeship set aside.

Harris' deadline

Under urging of Rep. Oren Harris (D-Ark.) to come up with pay tv test plan before Easter, FCC held short meeting on subject Friday morning (March 20) and plans second meeting today (Monday).

If commissioners fail to reach agreement on how to conduct proposed tests—to which Rep. Harris is agreeable—congressman plans to push for congressional action on his bill limiting each pay system to test in only one city. Commission formerly had proposed much broader tests and has taken issue with Rep. Harris' position that it has jurisdiction over wired systems.

KNOK, WKDA Sold

KNOK Ft. Worth (970 kc, 1 kw-d) and WKDA Nashville (1240 kc, 250 w) sold by John W. Kluge to Townsend Investment Co., Short Hills, N.J., and singer Pat Boone for reported $1 million, subject to FCC approval.

Townsend, whose holdings include International Growth Fund (mutual fund) and controlling interest in Resort Airlines, is making first entry into broadcasting. Morris Townsend, president, had minor interest in WBYN Brooklyn in early 40's. He indicated group is interested in acquiring other radio-tv properties. Mr. Boone became member of Townsend advisory board several weeks ago.

Mr. Kluge is chairman and president of Metropolitan Broadcasting Co. (see page 10) but held KNOK and WKDA on his own. Purchasers said Stewart J. Hepburn, now vice president and general manager of KNOK, and Jack Stapp, who holds same title with WKDA, would each become president of respective stations.

Oversight, Judiciary name probe counsel

Robert W. Lishman has been re-appointed chief counsel of House Legislative Oversight Subcommittee, effective April 1, Chairman Oren Harris (D-Ark.) announced yesterday (Sunday). Mr. Lishman, Washington attorney, first was named chief counsel year ago after committee had fired Bernard Schwartz. Last January, he reverted to consultant basis, sharing his time with committee and private practice.

In Senate last Friday, Sen. Everett Dirksen (R-Ill.) announced that Cornelius Kennedy has been named minority counsel of Judiciary Subcommittee on Administrative Practices & Procedures. Mr. Kennedy is member of Chicago law firm of Mayer, Friedlich, Spiess, Tierney, Brown & Platt. He received LLB from Harvard in 1948. Colorado Judge Joseph McDonald was named chief counsel of Senate subcommittee three weeks ago (BROADCASTING, March 9).

Other sales

Station sales, both subject to FCC approval, announced Friday:

KHON Honolulu • Sold by H. G. Wells Jr. and associates to Jock Fernhead, manager, WINS New York, for $125,000. Transaction actually involves assignment of license of 5 kw on 1380 kc to KHON Broadcasting Co., owned by Mr. Fernhead, for no consideration. Mr. Fernhead, however, is buying KHON's equipment from San Francisco attorney George Davis for $125,000.

KHAT Phoenix • Sold by Geoffrey A. Lapping to Harvey R. Odom, station general manager and 33⅓% owner of

Continues on page 10

AT DEADLINE
CONTINUED

KHEY El Paso and 25% of KMOP Tucson, for $73,000. Mr Odom also owns 49% of applicant for am in San Antonio. KHAT is 500 w day on 1480 kc.

Live mike in Moscow

NBC annnounced Friday (March 20) that Joseph Michaels, its Rome correspondent, has been granted Soviet visa and will arrive with his family in Moscow on April 1. He will exchange posts with Irving R. Levine, who leaves Moscow April 10 for Rome.

NBC said it expected Mr. Michaels would obtain microphone privileges Soviets took away from Mr. Levine in December on charge of violating censorship regulations in presenting interview with Sen. Hubert Humphrey when legislator was visiting Russia (BROADCASTING, Dec. 29, 1958). Mr. Levine has been telephoning his material to London with recording made there and then broadcast to U.S.

Hayes off days

ABC-TV announced Friday that daytime *Peter Lind Hayes Show* would be dropped after April 10 broadcast. Giraud Chester, vice president in charge of network's daytime programming, said "decision was in accordance with Mr. Hayes' reluctance to reduce length of the show 30 minutes." Program now scheduled across-the-board 11:30 a.m.-12:30 p.m. On April 13 ABC-TV begins new 12-1 p.m., 2-6 p.m. hours for daytime programming.

Crisis in cup

William Black, president of coffee producer Chock Full o' Nuts Corp., long critical of advertising tactics of Tea Council, has brought his grievance to Federal Trade Commission. In letter to FTC Chairman John W. Gwynne, Mr. Black accuses council of "false and misleading advertising derogatory to coffee industry." Referring to tv commercials showing haggard coffee drinker being advised to change beverages, Mr. Black urges action against "such advertising brickbats."

• Business briefly

• Glamorene Inc. (rug cleaner), Clifton, N.J., starting spot tv and radio campaigns April 7 and continuing for various lengths of time. Tv spots, initially, will be on two channels in first 15 markets for four- to six-week schedules. Number of spots per week varies with high of 55 set for Los Angeles. Three-week radio drive will go into some 30 cities with 25 spots per week. Jules Power Productions Inc., N.Y., is agency.

• Pillsbury Co., Minneapolis, after 26 weeks of 52-week contract, this month is terminating sponsorships of quarter-hours on alternate weeks in six NBC-TV daytime shows. New order totaling some $2 million to be announced this week, replacing Pillsbury loss, network reports. Pillsbury's programs included *Treasure Hunt, Price Is Right, Concentration, Tic Tac Dough, It Could Be You* and *Queen for A Day*. Pillsbury's agencies are Leo Burnett Co., Chicago, and Campbell-Mithun, Minneapolis.

• Whitehall Labs (division of American Home Products Corp.) will co-sponsor *Naked City* (ABC-TV Tues. 9:30-10 p.m.) on behalf of Anacin, Dristan, Mist and Aero-Shave, beginning March 31. Agency: Ted Bates. Alternate sponsor is Brown & Williamson Tobacco Co.

• New York Stock Exchange appoints Compton Adv., N.Y., as its advertising agency, effective May 20, replacing Calkins & Holden, N.Y. Exchange's budget is $1 million for 1959. Media plans not disclosed.

WEEK'S HEADLINERS

Mr. Stronach

ALEXANDER (SANDY) STRONACH JR., formerly vp of Music Corp. of America and vp in charge of ABC-TV, appointed vp in charge of sales of Flamingo Telefilm Sales, N.Y. Mr. Stronach will supervise both national and syndicated sales for Flamingo, which was consolidated with Pyramid Productions last month in purchase by Buckeye Corp. (BROADCASTING, Feb. 9). Mr. Stronach was previously with William Morris agency and before that was manager of talent department, radio division, Young & Rubicam.

Mr. Kluge

JOHN W. KLUGE, chairman of board of Metropolitan Broadcasting Corp. (WNEW-AM-FM-TV New York, WTTG (TV) Washington and WHK-AM-FM Cleveland), elected by company's board of directors to additional post of president. He replaces RICHARD D. BUCKLEY, who was elected vp of corporation and continues as president of WNEW division. Mr. Kluge, who has interests in five other radio stations and one other tv station, is also president of Kluge & Co., Washington, D.C., food brokers. Elected to fill vacancies on Metropolitan Broadcasting's board were LLOYD M. BAUMAN, president of Bankers Security Life Insurance Society, N.Y., and J. LINCOLN MORRIS, partner in law firm of Seligson, Morris & Neuberger, N.Y. Mr. Kluge sold two of his stations last week (story, page 9).

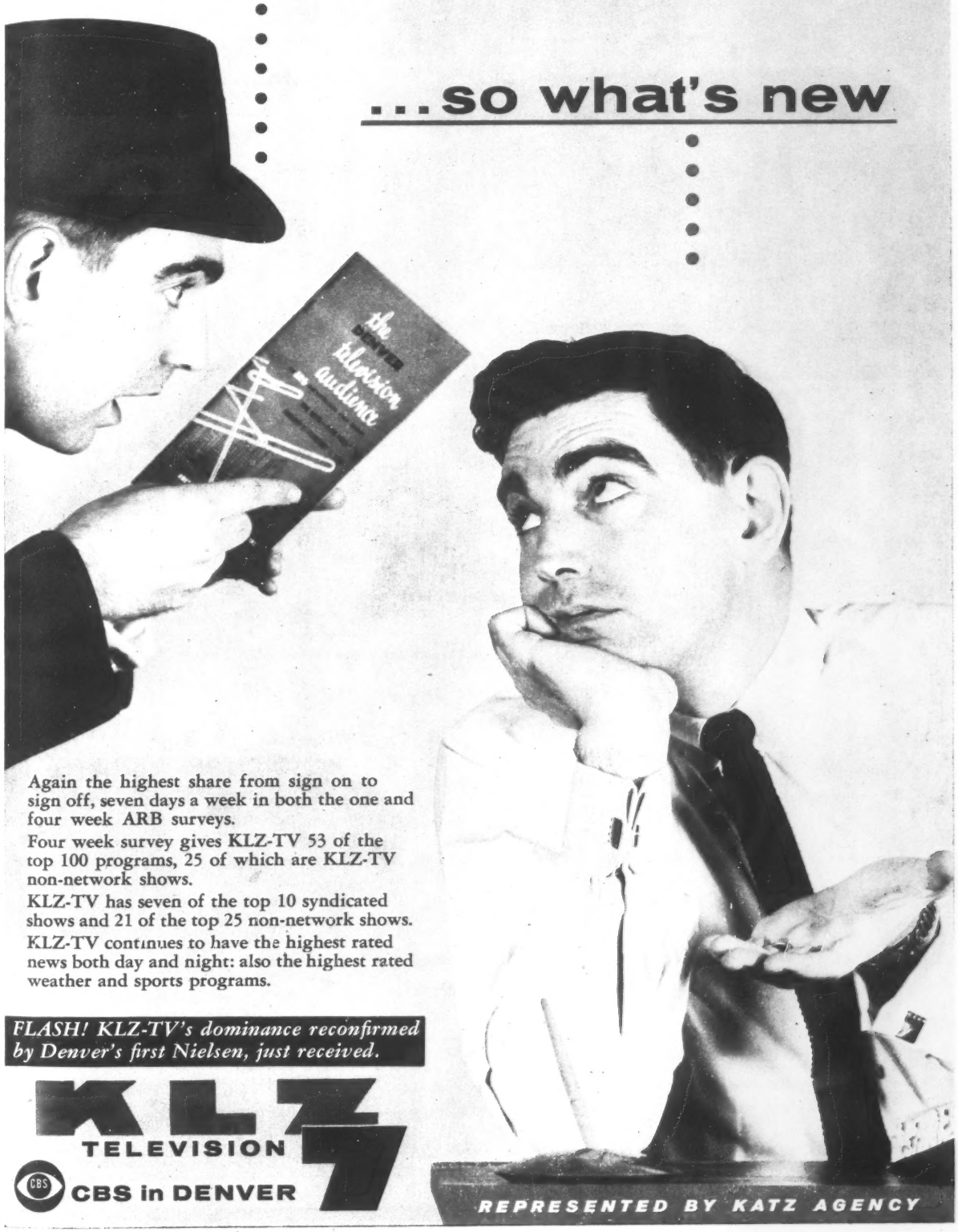
Mr. Abrams

GEORGE J. ABRAMS, who last month resigned as Revlon's advertising vp (WEEK'S HEADLINERS, Feb. 23), has been named president and chief executive officer of newly-formed Cosmetics & Toiletries Div., Warner-Lambert Pharmaceutical Co. Mr. Abrams, chairman of radio-tv committee of Assn. of National Advertisers, will have full responsibility for W-L's Richard Hudnut, DuBarry and Sportsman lines. New division had been part of Family Products Div. which, under continued head of John S. Hewitt, will market company's proprietary pharmaceuticals and related products. Mr. Abrams spent four years at Revlon, prior to which he was vp of advertising and sales for Block Drug Co. Earlier he was with Eversharp Inc., Anacin Co. (now part of American Home Products) and National Biscuit Co.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

KLZ-TV is still number 1

...so what's new



Again the highest share from sign on to sign off, seven days a week in both the one and four week ARB surveys.

Four week survey gives KLZ-TV 53 of the top 100 programs, 25 of which are KLZ-TV non-network shows.

KLZ-TV has seven of the top 10 syndicated shows and 21 of the top 25 non-network shows.

KLZ-TV continues to have the highest rated news both day and night: also the highest rated weather and sports programs.

FLASH! KLZ-TV's dominance reconfirmed by Denver's first Nielsen, just received.

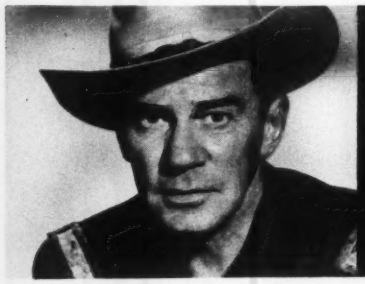
KLZ TELEVISION

CBS in DENVER

7

REPRESENTED BY KATZ AGENCY

The HOT SHOWS



MACKENZIE'S RAIDERS

starring RICHARD CARLSON

BUFFALO
WBEN-TV
53.7%
SHARE
23.5 RATING

BEATS Groucho Marx, Wells Fargo, "M" Squad, Thin Man, Peter Gunn, Steve Allen and many others.

Jan. '59

BOLD VENTURE

starring DANE CLARK

introducing JOAN MARSHALL

PENSACOLA
WEAR-TV
51.2%
SHARE
35.8 RATING

BEATS Wyatt Earp, Wanted —Dead or Alive, Ann Sothern, Garry Moore, Steve Allen, Maverick and many others.

Jan. '59

SEA HUNT

starring LLOYD BRIDGES

ST. LOUIS
KTVI
50.0%
SHARE
32.7 RATING

BEATS Perry Como, Ann Sothern, 77 Sunset Strip, Wells Fargo, Lawman, Playhouse 90 and many others.

Jan. '59

HIGHWAY PATROL

starring BRODERICK CRAWFORD

DALLAS-FT. WORTH
WFAA-TV
39.8%
SHARE
23.5 RATING

BEATS Alfred Hitchcock, Wells Fargo, Texan, Groucho Marx, Playhouse 90, Red Skelton and many others.

Jan. '59

RATINGS SHOWN ARE PULSE OR ARB.

s come from ZIV!

AUSTIN, MINN.
KMMT
34.4%
SHARE
21.6 RATING
BEATS Phil Silvers, Perry Mason, Yancy Derringer, Restless Gun, Bob Hope, Dinah Shore Chevy Show and many others.
Jan. '59

DENVER
KLZ-TV
42.5%
SHARE
23.2 RATING
BEATS Ann Sothern, Wyatt Earp, Naked City, Lineup, Wanted — Dead or Alive, Texan and many others.
Jan. '59

Albany-Schenectady-Troy
WRGB
62.2%
SHARE
29.1 RATING
BEATS Bob Cummings, People Are Funny, Jack Benny, Have Gun—Will Travel, Lawman, Ed Sullivan and many others.
Jan. '59

CLEVELAND
KYW-TV
40.6%
SHARE
17.4 RATING
BEATS Rawhide, Jack Benny, Dragnet, I Love Lucy, Texan, Ed Sullivan and many others.
Feb. '59

CINCINNATI
WLW-T
38.0%
SHARE
20.3 RATING
BEATS Gale Storm, D. A.'s Man, Yancy Derringer, Bob Cummings, Cimarron City, Ed Sullivan and many others.
Feb. '59

MIAMI
WTVJ
50.1%
SHARE
19.4 RATING
BEATS Colt .45, Dinah Shore Chevy Show, Walt Disney Presents, Naked City, Ozzie & Harriet, Buckskin and many others.
Feb. '59

SAN DIEGO
KFMB-TV
44.4%
SHARE
27.4 RATING
BEATS Red Skelton, Perry Como, Ernie Ford, I Love Lucy, Phil Silvers, Wyatt Earp and many others.
Jan. '59

Greenville-Spartanburg
WFBC-TV
63.1%
SHARE
31.4 RATING
BEATS Perry Mason, Perry Como, Loretta Young, Rifleman, Restless Gun, Yancy Derringer and many others.
Jan. '59

SYRACUSE
WSYR-TV
58.6%
SHARE
36.3 RATING
BEATS Phil Silvers, Groucho Marx, Alfred Hitchcock, Wyatt Earp, "M" Squad, Maverick and many others.
Jan. '59

MILWAUKEE
WTMJ-TV
48.1%
SHARE
29.4 RATING
BEATS Desilu Playhouse, Groucho Marx, "M" Squad, Danny Thomas, Steve Allen, Gunsmoke and many others.
Jan. '59

PORTLAND, ORE.
KGW-TV
41.5%
SHARE
38.9 RATING
BEATS Jack Benny, Ed Sullivan, Wanted — Dead or Alive, Garry Moore, Wells Fargo, Loretta Young and many others.
Jan. '59

INDIANAPOLIS
WISH-TV
67.8%
SHARE
33.2 RATING
BEATS Wyatt Earp, 77 Sunset Strip, Perry Como, Zane Grey, Dinah Shore Chevy Show, Desilu Playhouse and many others.
Jan. '59

TWO NATION-WIDE SERVICES COMPILE ZIV SHOW RATINGS

DR. SYDNEY ROSLOW, Director Pulse, Inc.

Pulse, a pioneer in collecting and tabulating audience measurement and composition data since 1941, bases its findings on the results of face-to-face interviews held in the viewer's home.

JACK GROSS, Vice President American Research Bureau, Inc.

ARB favors a special viewer diary, kept in the home and developed from years of research. Arbitron, ARB's latest development in New York now and slated for other cities soon, is a new instantaneous electronic measurement tool.

Each of these authoritative services, while following their own methods of gathering tune-in information, consistently show the same results:
Month after month, in market after market, ZIV SHOWS RATE GREAT!

ZIV Television

The Ziv man in your market can show YOU how to profit from using one of America's GREAT selling forces . . . a ZIV show!

fire the fast one down the middle in Detroit

VAN PATRICK

GEORGE KELL

TIGER BASEBALL takes the spotlight in one of America's *greatest sports towns.* For your sales strategy in the rich Detroit market, FIRE THE FAST ONE DOWN THE MIDDLE! Pitch your story to the big, enthusiastic audience on WKMH with a brand new sports team— Van Patrick and George Kell. The Edward Petry Company has full details on how to crack Detroit's rich market.

tiger baseball with a brand new sports team on

Represented by Edw. Petry Company Inc.

wkmh
DEARBORN • DETROIT
Key Station for Tiger Network

knorr **BROADCASTING CORPORATION**

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

MARCH

*March 23—Argument before **U.S. Supreme Court** in **Farmers Union v WDAY Inc.** (WDAY-TV Fargo, N.D.) involving question of immunity of broadcast station when political candidate, invoking Sec. 315 of Communications Act, utters libel on air. Case No. 248.

March 23-26—Annual convention **Canadian Assn. of Radio & Television Broadcasters,** Royal York Hotel, Toronto, Ont.

March 23-26—National convention, **Institute of Radio Engineers,** Coliseum and Waldorf-Astoria, New York. The nation's leading electronic scientists will attend. Advances in space technology and major new electronic fields will be explored.

March 23-28—Short Course in Crime News Analysis & Reporting, Northwestern U., Fisk Hall, Evanston, Ill. Journalism and law schools, with Ford Foundation grant, will conduct intensive instruction for radio-tv, press and magazine newsmen. Courtroom broadcasting is one of topics. Attendance fee $100. Formal registration closed March 16. Scholarships for needy available. Members of lecture staff will be available for interviews.

*March 24—**American Women in Radio & Tv,** Washington, D.C., chapter, "Broadcast Beefs in Brief," panel discussion by Sens. Warren G. Magnuson (D-Wash.), Mike Mansfield (D-Mont.), Hubert H. Humphrey (D-Minn.) and Kenneth B. Keating (R-N.Y.), Old Supreme Court Chamber, U.S. Capitol, 5:30.

March 25—Comments due on proposed FCC rule-making to change ch. 12 Wilmington, Del., from commercial to educational or, in alternative, move ch. 12 to Atlantic City, N.J., or allocate it to Atlantic City-Wilmington. Docket No. 12,779.

March 28-April 3—Weeklong observance of **Golden Anniversary of Broadcasting** and **50th Anniversary of Sigma Delta Chi,** San Jose State College, San Jose, Calif. SDX "Deadline Dinner" April 2 will honor founding of broadcasting in 1909 at San Jose State.

March 30—Deadline for filing copies of direct testimony in FCC's inquiry into allocation of frequencies between 25 mc and 890 mc. Number of copies to be filed: 1 notarized original, and 20 copies.

March 30—**du Pont Awards Dinner,** Mayflower Hotel, Washington.

APRIL

April 1—**Assn. of National Advertisers** workshop at Hotel Pierre, New York. Topic: "How to Get More Productive Advertising Through Management-Oriented Research." Henry Schachte, executive v.p., Lever Bros. Co., and chairman of ANA board of directors, will be keynote speaker.

*April 1-2—**Art Directors Club of New York,** 4th Visual Communications Conference, Waldorf-Astoria, New York.

*April 1-30—**International Radio Consultative Committee (CCIR),** 9th plenary assembly, Hotel Biltmore, Los Angeles. This organization, which recommends international standards for radio communication, will take up such questions as television recording, stereophonic broadcasting, space frequencies and tropospheric scatter relays.

April 3-4—Oregon Assn. of Broadcasters, U. of Oregon, Eugene.

April 3-5—Mississippi Broadcasters Assn., annual meeting, Buena Vista Hotel, Biloxi.

April 4—**National Headliner Club** awards luncheon, Atlantic City, N. J.

April 4—United Press Intl. Broadcasters of Minnesota Assn., Spring Meeting, Radisson Hotel, Minneapolis.

April 5-8—National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

April 6-9—National Premium Buyers, 26th annual exposition, Navy Pier, Chicago. **Premium Advertising Assn. of America** will meet April 7, same site.

April 7—Trial of former FCC Comr. **Richard A. Mack** and friend, Thurman A. Whiteside, for conspiracy to defraud U.S. Presiding: Judge Burnita S. Matthews, U.S. District Court, Washington, D.C.

April 8—Deadline for comments to **FCC** on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. Docket 12,729.

April 10-11—**Republican National Committee** meets at Sheraton Park Hotel, Washington. Host city for the 1960 nominating convention will be picked.

*April 10-11—**West Virginia Broadcasters Assn.** spring meeting, Press Club, Charleston. Speakers: FCC Comr. Robert E. Lee; Al N. Sears, national president, Sales Executives International; Adam Young, president, Adam Young Inc.; Chuck Tower, NAB labor relations department, and Robert Mason of WMRN Marion, Ohio, chairman of the All Industry Radio Music License Committee.

April 12-13—Texas Assn. of Broadcasters, spring meeting, Commodore Perry Hotel, Austin. Members of Legislature will be April 13 luncheon guests.

April 12-15—Assn. of National Advertisers, annual west coast meeting, Santa Barbara Biltmore, Santa Barbara, Calif.

April 12-19—Technical symposium on aircraft and space communications sponsored by **Electronic Industries Assn.,** McCarren Field, Las Vegas, Nev., during First World Congress of Flight.

April 19-25—Biennial Congress, International Chamber of Commerce, Sheraton Park and Shoreham Hotels, Washington.

April 20—Radio Advertising Bureau sales clinics at Tulsa, Okla., and Minneapolis, starting nationwide series that ends May 22. RAB will present 30 how-we-sold-it stories and exhibits.

April 20-23—American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria Hotel, New York.

April 23—Oral argument before FCC en banc on Miami ch. 10 case involving charges of behind-the-scenes wirepulling. Initial decision by Examiner Horace Stern recommended grant to Public Service Television Inc. (National Airlines) be revoked and allegations of **ex parte** representations by applicants be weighed against them in new comparative hearing. Docket No. 9321 et al.

*April 23—**Georgia Assn. of Broadcasters,** management conference, Dinkler Plaza Hotel, Atlanta.

April 23-24—Assn. of National Advertisers two-day workshop on advertising expenditures, Westchester-Biltmore, Rye, N.Y.

April 23-25—Western States Advertising Agencies Assn., ninth annual conference, Oasis Hotel, Palm Springs, Calif.

April 23-25—American Assn. of Advertising Agencies, annual meeting at The Greenbrier in White Sulphur Springs, W. Va. Annual dinner will be held April 24.

April 24—Ohio Assn. of Broadcasters, Sheraton Gibson Hotel, Cincinnati.

April 24-25—New Mexico Broadcasters Assn., Bishop's Lodge, Santa Fe.

April 26-29—National Assn. of Transportation Advertising convention, The Greenbrier, White Sulphur Springs, W. Va.

April 26-29—U.S. Chamber of Commerce annual meeting, chamber hdqrs., Washington.

April 27-28—Potts-Woodbury Adv. Agency Radio-Tv Farm Clinic, Bellerive Hotel, Kansas City. Invited radio and tv farm directors and farm products manufacturers will be guests.

April 27-May 2—Journalism & Broadcasters Week, School of Journalism & Communications,

Scoop! KBIG now broadcasts **local news-in-the-making** as it happens . . . direct from the **Los Angeles Herald-Express,** the West's largest evening newspaper. **Twice each hour** top reporters join award-winning KBIG newscasters to broadcast the top stories that make the day's headlines. AP, UPI, City News Service, Dow-Jones and "Sigalert" make KBIG news **complete.** But the **best news** is that KBIG reaches **91% adult listeners** in 234 Southern California markets . . . for **71% less** than other stations with comparable coverage.

RED HOT NEWS TEAM

HERALD EXPRESS

KBIG

Securities

Buy Radio Catalina for all Southern California

Santa Barbara · Los Angeles · San Bernardino · San Diego

740 kc/10,000 watts

KBIG

JOHN POOLE BROADCASTING CO., INC.

6540 Sunset Blvd.
Los Angeles 28, Calif.
HOllywood 3-3205

NATIONAL REPRESENTATIVES: WEED & CO.

© 1958 JOHN POOLE BROADCASTING CO., INC.

Famous on the local scene . . .

WIBG (First Place) —"PATRIOTIC CONTESTS"
WJW-TV AND RADIO —"JUNIOR OLYMPICS"
WJBK —"COLLEGE CAMPUS PROGRAM"

honored throughout the nation

Being awarded four 1958 George Washington Honor Medals by the Freedoms Foundation at Valley Forge indicates the outstanding position Storer stations have attained through public service in their communities, even in America's greatest markets.

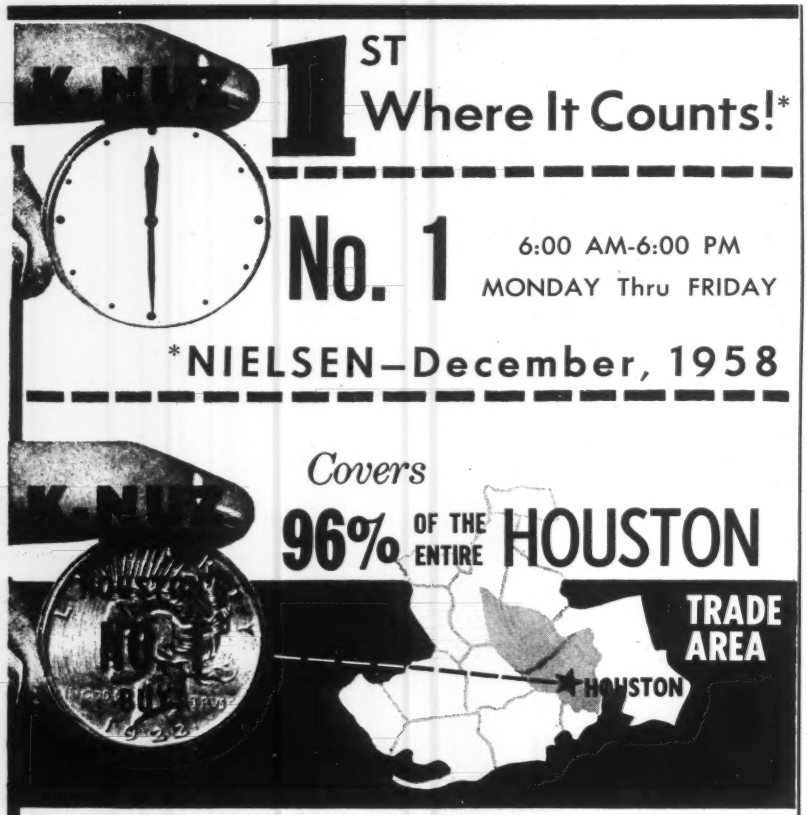
We are happy to acknowledge the fact that the Freedoms Foundation has recognized the achievements of WIBG in Philadelphia, WJW-TV and Radio in Cleveland, WJBK in Detroit and, at the same time, Storer Broadcasting Company's national advertising for the fourth consecutive year.

Storer Broadcasting Company

WSPD-TV Toledo · **WJW-TV** Cleveland · **WJBK-TV** Detroit · **WAGA-TV** Atlanta · **WITI-TV** Milwaukee

WSPD Toledo · **WJW** Cleveland · **WJBK** Detroit · **WIBG** Philadelphia · **WWVA** Wheeling · **WAGA** Atlanta · **WGBS** Miami

National Sales Office: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6498



74% of K-NUZ Audience is Middle & Upper Income
*Special Pulse Survey (Apr.-May, 1958)
84% of this Audience is ADULT Men and Women
*Nielsen (June, 1958)

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour
Music and News

National Reps.:
FORJOE & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle
Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581

U. of Florida, Gainesville. (April 27 is Broadcasters Day).

April 29—Comments due on FCC proposal to prohibit networks from representing tv stations other than their own in spot representation field. Docket No. 12,746.

April 29-30—International Advertising Assn. convention, Hotel Roosevelt, New York.

April 30-May 2—Alabama Broadcasters Assn., Buena Vista Hotel, Biloxi, Miss.

* **April 30-May 3**—American Women in Radio & Television, annual national convention, Waldorf-Astoria Hotel, New York.

April 30-May 3—4th district, Advertising Federation of America, Tides Hotel & Bath Club, St. Petersburg, Fla.

MAY

May 1—National Radio Month opens.

May 1—National Law Day.

May 1-3—Texas Assn. of Sigma Delta Chi, Hotel Galvez, Galveston. Annual meeting.

May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—Society of Motion Picture & Tv Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be "Films and Television for International Communications."

May 6—National Academy of Television Arts & Sciences, 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).

* **May 6-9**—Ohio State U. Institute for Education by Radio-Tv, Deshler-Hilton Hotel, Columbus, Ohio.

May 7-8—Kentucky Broadcasters Assn., Sheraton-Seelbach Hotel, Louisville.

* **May 7-9**—5th district, Advertising Federation of America, convention, Hotel Frederick, Huntington, W.Va.

May 12—Wisconsin Fm Clinic, Center Bldg., U. of Wisconsin, Madison.

May 13-15—Pennsylvania Assn. of Broadcasters, Bedford Springs. Frank Palmer, WFBG-AM-TV Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Presidents from adjoining state associations will attend.

* **May 14**—Virginia AP Broadcasters, spring meeting, National Press Club, Washington, D.C.

May 16-17—Illinois News Broadcasters Assn., spring meeting, Southern Illinois U., Carbondale; also, United Press Intl. business meeting.

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21-23—Montana Radio Stations Inc., Great Falls.

May 21-23—Electronic Industries Assn., annual convention, Sheraton Hotel, Chicago.

May 24-27—Associated Business Publications, annual meeting and management conference, Skytop Lodge, Skytop, Pa.

May 28-31—Second Annual Radio Programming Seminar and Pop Music Disc Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president, and Gordon McLendon, head of McLendon station group. Storz stations are sponsoring seminar with Bill Stewart, Kilpatrick Bldg., Omaha, Neb., as convention coordinator.

JUNE

June 1-3—National microwave symposium, Professional Group on Microwave Theory & Techniques, Boston Section, Paine Hall, Harvard U., Cambridge, Mass.

* **June 3-5**—Armed Forces Communications & Electronics Assn., annual convention, Sheraton-Park Hotel, Washington, D.C.

June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis.

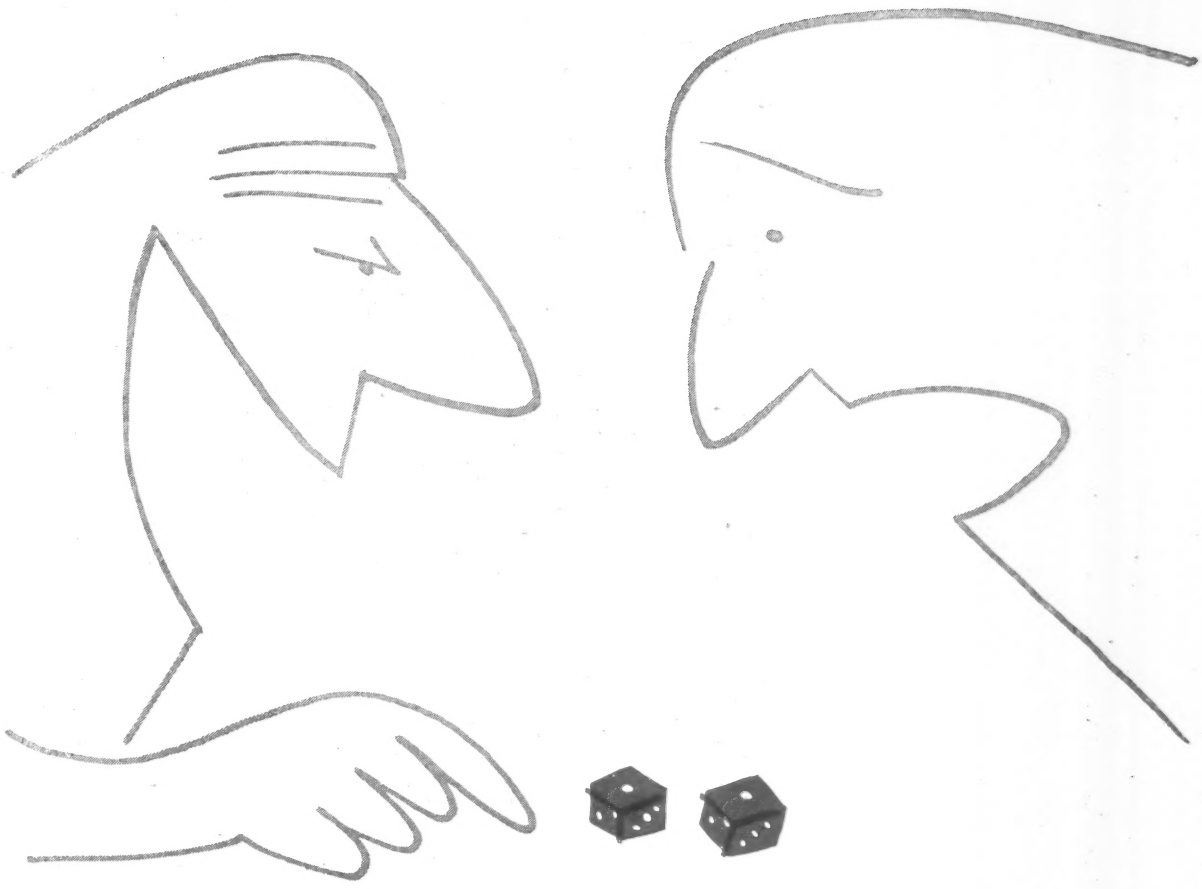
June 9-11—National Community Television Assn. annual convention, Mayflower Hotel, Washington, D.C.

* **June 12-16**—National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

* **June 13-14**—UPI Broadcasters Assn. of Texas, annual meeting, Hilton Hotel, San Antonio, Tex.

June 14-17—National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19—American Marketing Assn., national conference, Hotel Statler, Cleveland.

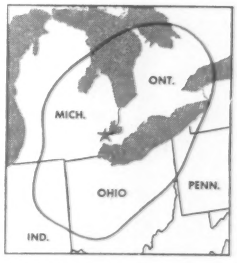


"SNAKE EYES" MEANS YOU LOSE!

The double spot in radio advertising may be profitable for the station, but it's a losing proposition for the advertiser. *WJR does not double or triple spot.* Your advertising message never shares the listeners' attention with another commercial. By standing alone it has every opportunity to be heard, remembered and acted upon. It's the only way you get a fair shake for your advertising dollar.

Giving advertisers every opportunity to make the most of the time they buy is only part of WJR's policy. An equally important part is the fact that WJR bars the door to questionable advertising, products, or services. This costs thousands of dollars annually in advertising revenue, but has built a million dollars worth of confidence in WJR listeners. They know they can believe what they hear.

Don't gamble with your advertising dollar. Call your nearest Henry I. Christal representative and get all the facts on why adult listeners have made WJR the No. 1 station in the fifth richest market in America.



WJR's primary coverage area—over 17,000,000 people.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

Go

Of all the new programs on all the networks, only one broke into Nielsen's Top Ten—ABC's *Rifleman.*

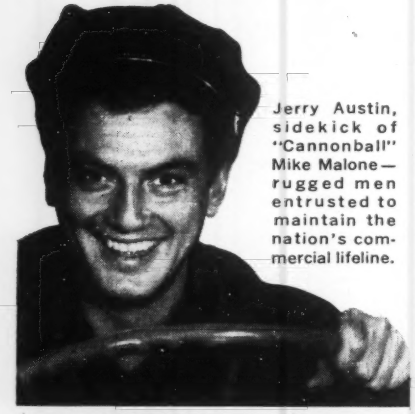
right to the TOP ...go ABC-TV

No. 1 in the Nielsens—that's ABC! ABC has 5 programs in the Top Ten—as many as the other two networks combined! And ABC is the No. 1 network 4 out of 7 nights a week—*more* than the other two combined! Which helps explain why ABC's nighttime audience is up 1,200,000 homes over this time last year.*

No. 1 for the money—that's ABC! ABC delivers its whole walloping audience more efficiently than either of the other two! Average cost per minute for 1,000 homes on ABC is $2.78. The other two—$3.13 and $3.43. ABC has the most efficient Western, the most efficient situation comedy, the most efficient variety show. In fact, ABC-TV has 5 of the 10 most efficient shows in all categories—and 9 of the top 20!**

ABC TELEVISION

National Nielsen February I Report, Average Audience Per Minute.
*Sunday-Saturday 7:30-10:30 PM all sponsored evening programs.
**Nielsen Special Analysis, Nov.-Dec., 1958, Evening Once-A-Week Programs—CPM CM Delivered based on average audience ratings, estimated time costs and published talent figures.



Jerry Austin, sidekick of "Cannonball" Mike Malone—rugged men entrusted to maintain the nation's commercial lifeline.

ADVERTISERS SNAP UP ITC'S CANNONBALL

New Markets Sold Each Day—Wire Now For Your Choice Of Availabilities!

Dynamic action adventure and intense human interest!

BRAND-NEW by Robt. Maxwell, creator of LASSIE!

I INDEPENDENT
T TELEVISION
C CORPORATION

488 Madison Ave. • N.Y. 22 • PLaza 5-2100

OPEN MIKE

One rate controversy

EDITOR:

I have been reading with considerable interest the discussion, pro and con, regarding the use of more than one rate by radio and television stations and have been amazed that no one has brought up the fact that there are many "hidden costs" related to handling national business which in all actuality makes a higher rate for national business almost a necessity.

Many of the agencies and advertisers who are "hootin' and howlin' " for a one-rate system are the same ones who are making some of the following demands on stations which increase the cost of doing business with them:

(1) The station must agree not to run a competitive advertiser closer than: a. 30 minutes; b. 60 minutes. (2) The station must agree not to run any other commercial closer than five minutes prior to the beginning of said commercial or five minutes after the end of said commercial. (3) Any deviation in time from that which is contracted for eliminates the obligation to pay for said spot. (4) Multiple affidavits required, plus numerous air checks. (5) Constant requests for merchandising with the veiled threat of no renewal should the station [refuse].

Every one of the above items, and many more, has a cost factor connected with it. In some cases, such as single spotting and limitations as to proximity of competitive spots, these demands interfere with the station's business potential during that particular period. Such things as merchandising, air checks, and other requests all come under "out of pocket" expenses. There are other business costs involved too; such as, telephone calls, and wires involved in . . . a make good.

In addition, we find many agencies making continual efforts to obtain "saturation rates" for schedules that do not qualify for such rates. Also, a number of the agencies "shop around for deals" using the device of playing stations in a market against one another.

Compare the above to the local advertiser who will accept make goods, and in most cases without even being contacted, who will accept multiple spotting, who does not hit the station up for merchandising and other "extras."

Based on the above, it is pretty clear to me that the local advertiser, and particularly the retailer, is entitled to a lower rate not considering the coverage factor and the usage of this coverage for local advertisers as against the national advertiser.

I could not venture to guess the volume of business I have personally lost by refusing to deviate from a published rate card. In all actuality, isn't this whole controversy for the purpose of assuring one purchaser that he is getting the same deal as his competitor?

Mort Silverman
General Manager
WJBO-WBRL (FM)
Baton Rouge, La.

Dr. Pepper long in radio

EDITOR:

Although we realize you got the information from a standard release, we would like to point out that this is not Dr. Pepper's first entry into network radio (page 52, March 9). For many years, both before World War II and immediately following, Dr. Pepper sponsored a half-hour radio show on ABC called *Darts for Dough*. I am sure some of your readers will recall this earlier activity.

John C. Simmons
National Adv. Mgr.
Dr. Pepper Co., Dallas, Tex.

Sales, selling and survival

EDITOR:

An interview published a few weeks ago (Feb. 9, page 102) headlined two factors, complacency and intramural selling, as the major causes of sales problems in radio. . . .

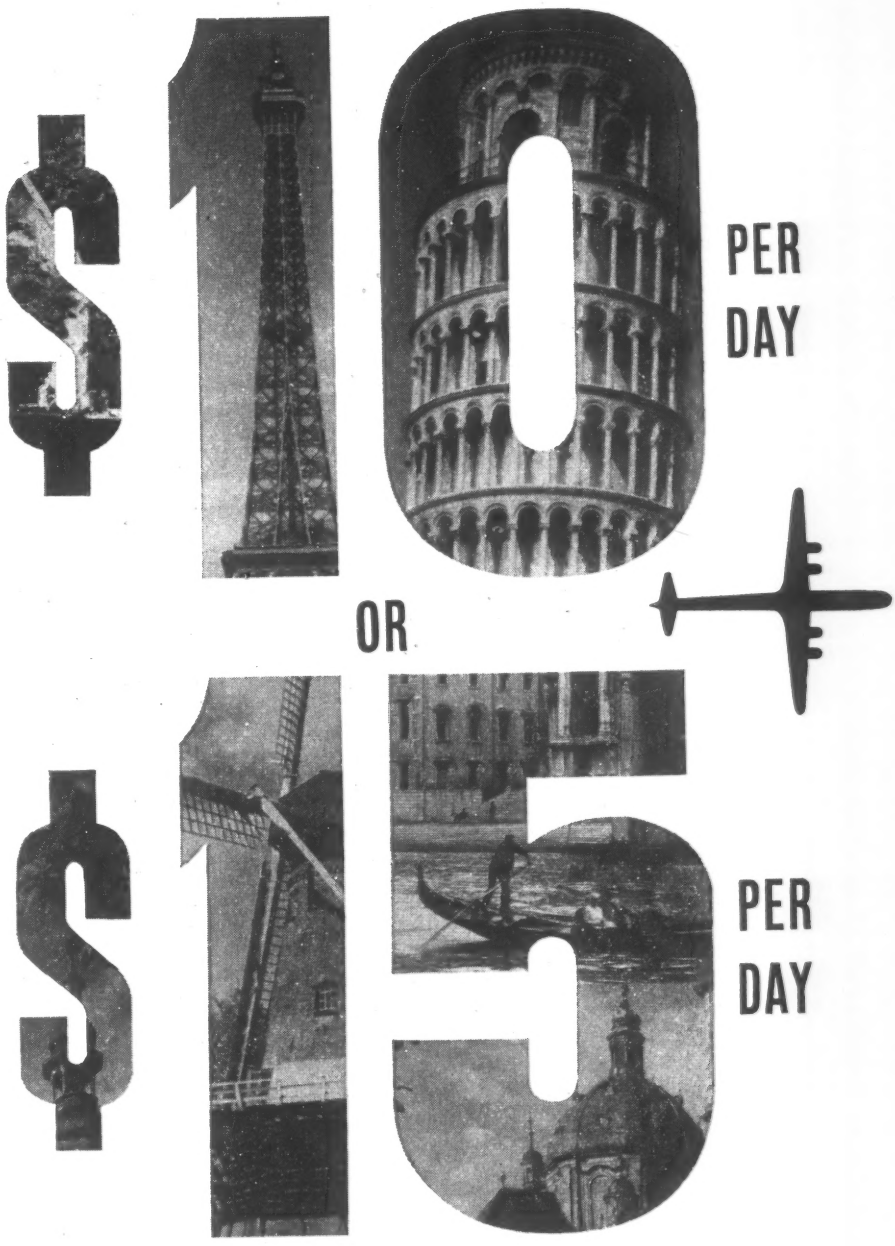
[But] there is little evidence of complacency in my contacts with many small and medium market radio operators. On the contrary, most of these stations are so hungry for sales that their concentration on selling amounts almost to obsession. It is not unusual to find stations in which the whole operating and executive staff is also the sales staff. . . .

Where there are clearer lines of division among staff functions, many stations still demand a salesman as the major qualification for manager, and he must remain a salesman in the narrowest sense of street selling. . . . These stations want glorified salesmen—not managers.

If complacency in sales is the big enemy in higher levels of radio operation, sales obsession is one of the worst in local selling. . . .

If total or maximum selling effort alone could expand sales, small and medium market radio would be the most prosperous in the industry. But what gain has been achieved from the application of this colossal force? . . . FCC reports . . . [show] the percentage of stations reporting losses has been increasing every year. . . .

Fair and reasonable competition among stations creates a healthy cli-



THAT'S ALL IT COSTS TO STAY IN EUROPE!

These two new KLM tour plans give you more seeing *and* more saving. For $10 a day (standard hotels) or $15 a day (first class hotels), all Europe is your playground. With 59 cities to visit, your choice of tours is almost unlimited! You'll see the sights you've heard about, and plenty you haven't. It's everything you could want in a trip abroad, for the price of an at-home vacation. Your non-stop KLM flight from New York to Europe is budget-priced, too. Example: visit 6 European cities for just $502.20 round trip. For complete details of these and the many other KLM tours available, mail the coupon.

KLM ROYAL DUTCH AIRLINES
Tour Dept. BT-323
430 Park Avenue, New York 22, N. Y.

Please send me full information on
☐ "10-15" tours ☐ all other KLM tours.

Name_____

Address _____

City_____ Zone____ State_____

My Travel Agent is_____

40 years 1919-1959

THE WORLD OVER
KLM
ROYAL DUTCH AIRLINES

mate for sales and should act as a stimulating factor, but many operators or owners have a deathly fear of the mildest competition from other stations. Nevertheless, they will establish their own organization to foster the most vicious form of competitive conflict and dissension within the ranks of their own personnel. Friendly rivalry can be an inspiring incentive, but when the station manager is paid an exclusive commission to sell in competition with his own staff, he is virtually given the power of dictator. And like a dictator, he finds it increasingly difficult to control . . .

The manager is in a preferred position to monopolize the cream of prospective accounts and this leaves the staff dependent on him for a substantial share of commission earnings. The poorest managers are usually wise enough to avoid serious morale conflicts by parceling out accounts sufficient to satisfy the staff. . . .

As more accounts come under his control from staff turn-over and other sources, tensions mount and friction creates an attitude of suspicion and distrust among sales personnel. It may even reach a point where the manager becomes so embroiled in schemes and devices to restrain rebellious activity, and so entangled in account juggling, that selling new accounts virtually becomes secondary to equitable distribution of existing accounts. Such tampering is also calculated to jeopardize current business.

One of the worst consequences of such conditions is that salesmen are deprived of the manager's advice, aid and support which are so often needed by less experienced personnel. They may have no conscious fear that their prospective accounts will be appropriated, but distrust will not permit them to confide in a competitor; suspicions compel them to minimize any control he might exercise over their prospects. . . .

With these, and many other adverse factors operating to suppress sales, there can be little wonder that local revenue fails to keep pace with local potential. We can only marvel that so many stations are able to survive.

Julian Skinnell
249 N. Duke St.
Lancaster, Pa.

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

United States Air Force Recruiting Service Award

"for rendering continued assistance to secure manpower to maintain peace through Air Power . . ."

American Legion Award

"in recognition of important contribution to the education, entertainment and inspiration of this community . . ."

Heart Fund Certificate of Appreciation

"in recognition of distinguished service and leadership in the fight against heart diseases . . ."

Health and Welfare Council Award

"for interesting and penetrating presentation of community services and problems . . ."

Sales Offices: New York, Cincinnati, Chicago, Cleveland...

Army Certificate of Appreciation

"for patriotic civilian service to the Department of the Army . . ."

Silent Service Navy Award

"in appreciation of your loyal support of the United States Navy . . ."

National Safety Council Public Interest Award

"for exceptional services to safety . . ."

United Fund Award

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BROADCASTING*

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING ● TELECASTING Bldg., 1735 DeSales St., N.W., **Washington 6, D.C.** Telephone: Metropolitan 8-1022.

EDITOR AND PUBLISHER . . . . . Sol Taishoff
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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.

Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

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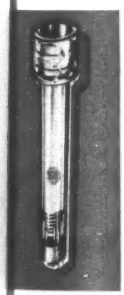
It's the matchless experience in camera tube design that puts RCA-5820's ...AHEAD IN LIFE



This is an "inside look" at the famous RCA-5820 Image Orthicon. The design is backed by 25 years of research and manufacturing experience in television camera tubes. RCA originated it. And RCA continues to make improvements in this famous camera tube in accordance with the st tube engineering practice known.

Consider, for example, just a few of the portant advantages now incorporated in CA-5820's—MICRO-MESH and SUPER-YNODE design. These two innovations one (1) do away with dynode burn, (2) minate the need for defocusing to stop esh pattern and moiré, (3) improve pic-re-signal output, (4) reduce tube cost per ur of camera operation.

Leader in camera tube development ever nce the early days of electronic television, CA today offers a complete line of TV cam-a tubes. Your RCA Electron Tube Distrib-or is "headquarters" for the entire RCA e of camera tubes.

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OPTICAL GLASS FACEPLATE. For maximum freedom from picture distortion.

750-LINE MESH SCREEN. Precision "ruled" to provide 710,000 square openings. Aluminizing on gun side prevents picture smudge.

OPTICAL GLASS TARGET. Thickness held within 0.0001" variation to prevent lateral leakage. Provides freedom from blemishes, and permits excellent resolution.

EXCLUSIVE RCA SUPER-DYNODE DESIGN. Improves picture quality, increases tube life.

96 PRECISION-FORMED AND ALIGNED DYNODE FINS in intermediate stages of multiplier. Each fin precision "angled" — to assure extreme uniformity of signal gain.

GOLD-PLATED CONTROL GRID prevents thermionic grid emission.

X-RAY INSPECTED GUN ASSEMBLY. For accurate alignment of parts and spacing of electrodes.

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More than 76% of WTOP Radio listeners are in income groups *over* $6,000 per year . . . a thundering lead even for so rich a market as the Washington area. This is still another clear indication that in Washington the IMPORTANT station is . . .

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MONDAY MEMO

from **MURIEL BULLIS,** *supervisor of broadcast media, Erwin Wasey, Ruthrauff & Ryan, Los Angeles*

The station merchandising plan . . .

We are happy to receive merchandising by stations but only when it can be fully effective and is creatively planned and professionally executed.

Unfortunately the offer of merchandising services by many stations is not more than a sales tool and they are utterly unable to adequately perform this function. In such cases the activity is worse than none at all.

Merchandising should be a part of a station's service only if it can afford professional specialists, either on its own payroll or through retaining top-level outside help.

Shoot for the Main Target • If funds are not available for retention of top-flight people, then it would be better to eliminate merchandising altogether and concentrate the same time, energy and money on promoting and expanding the station's prime product: audience and coverage.

At Erwin Wasey, Ruthrauff & Ryan, for instance, we are not influenced by grandiose merchandising offers unless we know from experience that the station does, indeed, have a solid and imaginative service or shows us adequate proof of past performance in this field.

On the contrary, we are favorably impressed by the station representatives who advise us that they cannot offer professional merchandising and instead concentrate on explaining the real value of their audience composition and coverage. In that case, we would prefer offers of bonus spots, for instance.

We suggest these points for stations to remember regarding merchandising plans:

(1) Individuality—Each merchandising program must be tailored to the needs of the client. A company with its own sales organization can benefit from one kind of merchandising program, while one which distributes through brokers needs an entirely different approach.

(2) Creativity—As much creativity must be applied to merchandising a broadcast schedule as was originally applied to developing the schedule itself. The job of stimulating sales personnel, brokers, distributors and retailers is as difficult and demanding as the primary task of stimulating the consumer. The day of the dull form letter is over.

(3) Costs—Don't let costs be limiting factors. Begin by creating an imaginative program tailored to the sponsor's individual needs. If the resultant concept involves a higher expenditure than you are willing or able to make, tell us about it. If we recognize the potential value of the program, we'll make every effort to work out an equitable arrangement.

(4) Adaptability—Use established methods in new ways. We don't suggest that a station abandon the established patterns, such as tie-in newspaper ads and store displays, which are very effective. But if it uses such means as mailing to grocers and key buyers, and trade publicity, we do insist that there be fresh, new and imaginative techniques employed. The problem is the same all the way up and down the line. How can a station make this campaign distinctive from all others?

Muriel Bullis was valedictorian of her high school graduating class in Robinson, N.D. Despite this local distinction, she hurried back to her native California to continue her education at Los Angeles City College before embarking on a career in advertising. After working at timebuying and other media department activities at Dan B. Miner Co. (now Honig-Cooper, Harrington & Miner) and Foote, Cone & Belding, Miss Bullis joined Erwin Wasey, Ruthrauff & Ryan three years ago and where last month she was promoted to the post of supervisor of broadcast media, heading up all radio and television spot timebuying for the agency's clients.

(5) Progressiveness—Try new methods. Devise new ways to stimulate the people to be reached. Special contests, which reach both the consumer and the grocer, can be highly successful. Give thought to the possibilities of joint promotions with current compatible advertisers on the station and suggest these to the agencies concerned.

(6) Public relations value — Help establish goodwill on the part of the client's sales force. Some sales people like to call on stations, and if they do, spend enough time and explain the full schedule to them. When the station's men are in the field, they can make calls on stores and retail outlets. Support the promises made by the station representatives and be sure to do the things he said the station would.

(7) Tie-ins—Tie-ins with the station's personalities and shows. When we break a new campaign, we call in the representatives from all stations on the schedule and explain the entire campaign to them. At this time we often will provide a station with products to give away on its shows. Meet us half way in this integrated effort. Encourage the station's personalities, its home economics specialists, and others to support the campaign on the air.

(8) Proof of performance—When the job's done, show us what was done and tell us honestly how much the station did and how well it did it. Send us duplicate copies of the mailings which were sent out. Send us good photographs of store displays. We use all this information to pass along to the client

The Primary Interest • In conclusion, we fully recognize and appreciate the value of top-notch merchandising programs. We are also ready to suggest a station drop the whole thing if it is not equipped to do it right.

After all is said and done, our primary interest is in a medium and not its extra features.

. . . do it right or don't do it

"You Mean Roanoke's Bigger than Chicago?"

We do indeed. There are more Virginians in Roanoke than there are in Chicago.

Which points up a fact of tv life: You can be bigger than almost anything if you look hard enough.

Which brings us to another point: A good hard look at the Roanoke market results in its inclusion on well-planned tv schedules. When that happens, WSLS-TV follows automatically.

At the risk of doing part of Blair's job, witness:

With full power of 316,000 watts on Channel 10 (and a healthy assist from NBC and strong local programming), WSLS-TV has welded a 58-county area into the greater Roanoke market of 420,000 tv homes.

Come see. Or listen to Blair Television Associates.

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

March 23, 1959
Vol. 56 No. 12

CHANCE FOR CURE OF SECTION 315

- **At last major political figures come to aid of broadcasters**
- **President orders investigation of political broadcasting law**
- **FCC chairman urges repeal; Congress begins to take interest**

A wave of powerful support mounted last week behind the campaign for repeal or correction of the law governing political broadcasting.

• The President called the law "ridiculous."

• The chairman of the FCC asked for its repeal.

• In the Senate and House there were demands for reappraisal of a law which caused broadcasters more headaches than any other.

Here's how the week's events went:

"Ridiculous!"

With that one descriptive word, President Eisenhower last Wednesday (March 18) described the effect of the FCC-Lar Daly decision that a candidate is entitled to equal time when his opponent appears on regular news broadcasts. And, the President ordered Attorney General William Rogers to "consider whether any remedial legislation can be drafted or whether any other appropriate action can be taken in this connection."

The President made his comments a day after FCC Chairman John C. Doerfer had called for repeal of Section 315.

Bipartisan Capitol Hill approval of the President's statement—as far as it went—was quick in coming. However, almost all of the solons recommended the equal time provisions should be amended and cleared up on many facets other than straight news shows.

The Senate Commerce Committee is expected to discuss the old broadcaster headache in an executive meeting this Wednesday (March 25) with a view toward future public hearings. In the House, the chairman of the Commerce Committee already has promised hearings as soon as the committee schedule permits.

The Chief Executive made known his views through Presidential News Secretary James Hagerty. Since the FCC's 4-3 decision of last month (BROADCASTING Feb. 23), two bills have been introduced in the House excluding newscasts only from Sec. 315 (equal time provision) of the Communications Act.

No Criticism Intended • Mr. Hagerty stressed that the President was not criticizing the Commission. "Without in any way talking about the decision of the FCC, which was made under the present law, the President thinks that this [decision] is ridiculous," the news secretary said. He also pointed out the White House mandate to the Attorney General does not go beyond the newscast question and does not take up the problem of requiring the sale of equal time to splinter and "crackpot" candidates.

The President's request that Mr. Rogers study the situation evidently was made in person as the Justice Dept. said Thursday it has received no formal written notification from the White House. A Justice spokesman said nothing has been done on the matter, as yet, but promised the White House will get an opinion as "expeditiously" as possible.

The two House bills were introduced by Rep. Glenn Cunningham (R-Neb.), HR 5389 (BROADCASTING, March 16), and Rep. J. Arthur Younger (R-Calif.), HR 5676. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee to which the bills were referred, sponsored much broader legislation in the 84th Congress. He said Thursday he plans to study that legislation with a view towards re-introducing it. Rep. Harris referred the Cunningham bill to the FCC and Justice for comment and promised hearings as soon as they could be worked into the committee schedule.

No Opposition • Rep. Cunningham said that "with all the comment on the Lar Daly case, I don't see why there would be any opposition." Of the President's statement, he said: "I think it's fine." He said exempting news shows from Sec. 315 is not a controversial matter.

"If allowed to stand," Rep. Cunningham stated, "the recent FCC decision would be disastrous to the tv and radio industries in their efforts to cover the news as it develops. If the decision is not corrected it will mean the almost complete blackout of straight news events involving political candidates and will deny the general public access to the news. This would mean that the public would be in almost complete ignorance of what is happening in government. Surely, with such emphasis being placed on the principle of 'the public's right to know', this legislation [HR 5389] must be enacted."

Rep. Cunningham said the reaction

Once a candidate himself

Dwight D. Eisenhower in this picture had just won 1956 election to the Presidency. Twice a candidate and twice a victor, he has ordered investigation of the political broadcasting law.

Sec. 315: 'ridiculous'

to his bill had been very favorable, with many station owners outside Nebraska having written him. He urged other broadcasters to write their congressmen on the situation. The congressman also acknowledged that many other revisions were necessary in Sec. 315 but said his "piecemeal" approach was the best method to take. If his current legislation is enacted, Rep. Cunningham said he planned to push for further reforms.

The Nebraska Republican has been pulling all stops to get early action on his bill. After the President's statement Wednesday, he wrote both the White House and Justice; previously he had conferred and written to Rep. Harris.

Changing Policy • Rep. Harris noted the FCC vote, reversing a long standing Commission interpretation of Sec. 315, was 4-3. Next week, he said, it may be 4-3 the other way so "how are broadcasters supposed to know what the policy is?"

He said Congress should clarify the equal time rules and give the FCC more concrete guidance in its application. His 1956 measure failed after hearings, Rep. Harris said, because of a "crosswind" of opinions which prevented congressional action. He took issue with Mr. Hagerty's claim that the President was not criticizing the FCC. "You can't get anything else out of the President's statement except criticism," he maintained and felt it was unjustified to attack a single decision.

Rep. Younger said the President's statement "showed that he agreed it's an absurb situation which should be corrected. That situation should not exist in the matter of news." Rep. Younger is the third-ranking minority member of the House Commerce Committee.

Rep. John Jarman (D-Okla.), a Commerce Committee member, stated: "The most recent FCC decision would seriously and dangerously restrict radio and tv newscasts. It merits serious congressional consideration and action and I will urge our committee to schedule early hearings."

Moss Wants Broader Action • Rep. John Moss (D-Calif.) said that he would agree with the President as far as he went but that much more significant changes are needed in Sec. 315. He said it is the duty of Congress to define a "qualified candidate" or to give the FCC the authority to do so. "I am inclined to feel, however, that Congress should face up to the definition," Rep. Moss stated. He said the Commerce Committee, of which he is a member, should act very early.

Rep. Moss also took sharp issue with the FCC's latest interpretation of Sec. 315. Congress did not ever intend to include newscasts under the section, he said. "The commissioners are entitled to their opinions but I disagree with them," he said.

Rep. Charles Brown (D-Mo.), a former broadcaster (see page 92), said that he was "amazed to see the FCC interpret the law in that way." Newscasts, he maintained, should be handled free of interference by management—"that to me is a fundamental part of news coverage." He also praised the President's statement and urged Congress to take corrective action to provide stations with more guidelines on the entire equal time problem.

"I would agree with the President insofar as he refers to strict newscasts only wherein no political views are expressed," Rep. William Springer (R-Ill.) stated. A member of the House Commerce Committee, he agreed Congress should clarify Sec. 315 but urged "extreme caution" on a wholesale revision.

Leave It Up To Stations • Rep. William Bray (R-Ill.) said that individual stations should be given clear authority to exercise their own judgment in applying Sec. 315. Broadcasters will lean over backward to be fair, he said, with common sense and public opinion as the common denominator. He stated that revision of Sec. 315 is overdue.

Frank Stanton: his speech moved Ike

Sen. Strom Thurmond (D-S.C.) said that he is "inclined to agree with the broadcasters' position on equal time." He said the subject should be thoroughly aired by the Senate Commerce Committee, of which he is a member, but he has no plans to bring up.

Mr. Hagerty said that Dr. Frank Stanton, president of CBS, sent President Eisenhower a copy of his (Stanton's) speech in Chicago to CBS affiliates 10 days ago in which he strongly attacked the Daly decision (BROADCASTING, March 19). It was because of the Stanton speech, newspaper editorials and public discussion that the White House action was taken, the news secretary said. The President thanked news media for bringing the matter to his attention.

The Cunningham-Younger bills were not mentioned by Mr. Hagerty in his statement on behalf of the President Wednesday, although he said the White House was aware of their existence.

Doerfer urges repeal

FCC Chairman Doerfer issued his appeal for repeal of Section 315 during a news conference before his speech to the NAB in Chicago.

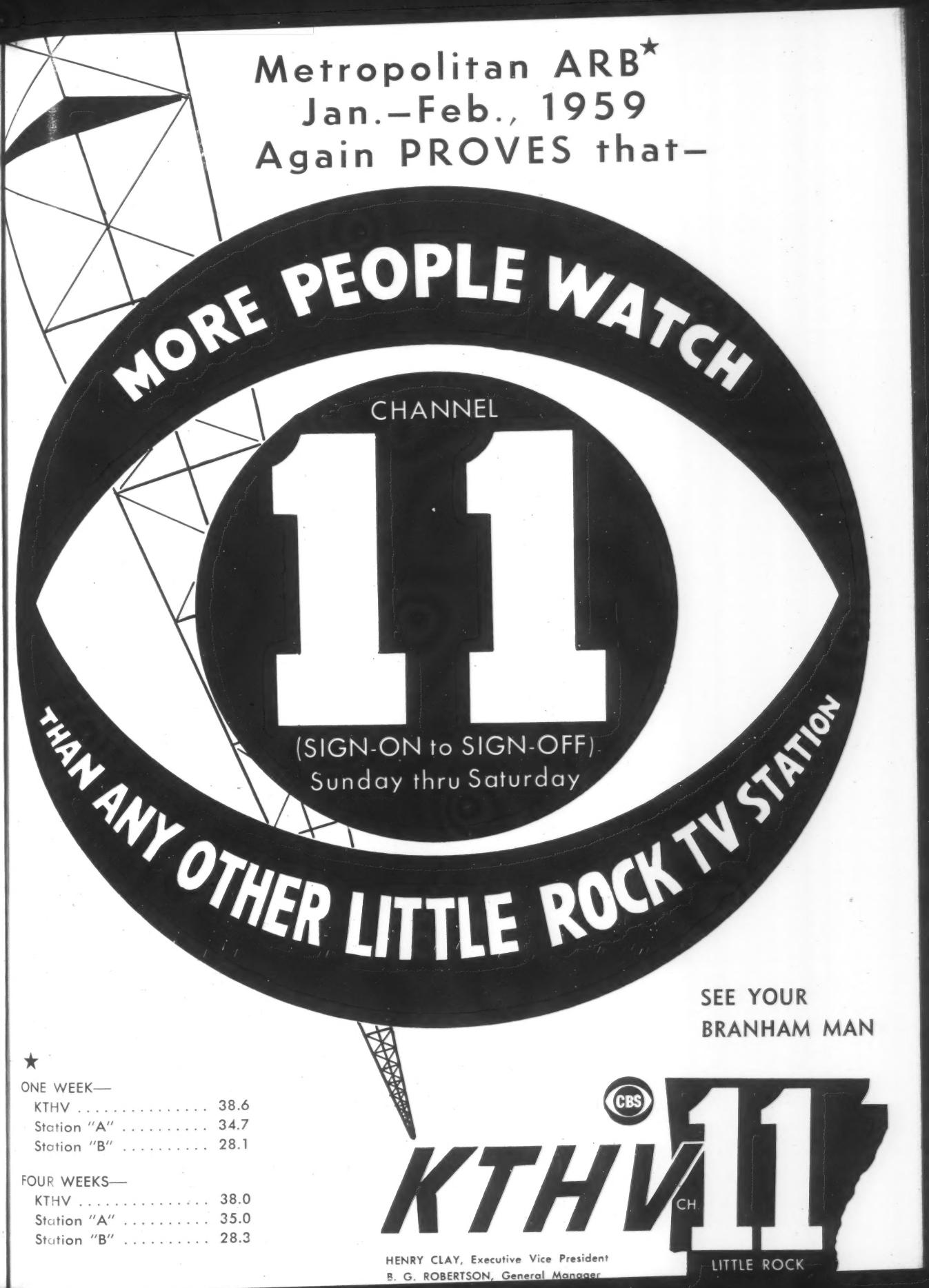
For the first time he said flatly that he favored wiping the controversial 31-year-old law off the books and, instead, following "a rule of reason" for "some years." If abuses developed, he said, safeguards could then be written into a new law.

In any case he felt distinctions should be drawn to keep the equal-time requirements from applying to other legitimate news coverage even if political candidates were involved. One test he suggested: Did the candidate (or his party, backers etc.) initiate the coverage, or was he included because, in the station's news judgment, he was newsworthy apart from political considerations? If the latter, Chairman Doerfer indicated the equal-time provision should not apply.

No Commitment • Mr. Doerfer did not commit himself on whether he would formally recommend to Congress that the equal-time law, Sec. 315 of the Communiations Act, be repealed. He noted that in the past he had proposed substantial revisions. Moreover, he said, as FCC chairman he tries to represent the "combined" views of the Commission when appearing before Congress. And in this case he thought some of his colleagues were opposed to repeal, on grounds (1) that repeal would increase FCC's administrative workload and (2) that the law has been on the books since 1927 without proven harmful effects.

The FCC chief disclosed his views on repeal at a news conference last Tuesday during the NAB convention in Chicago. In a formal address to the convention a few hours later he did not go quite so far. But he went to the brink.

In an extended appraisal which also set forth his views as a minority member in the celebrated Lar Daly case—in which FCC by a 4-3 vote held that Mr. Daly, a perennial office-seeker campaigning for nomination for mayor of Chicago, was entitled to equal time because the two major parties' candidates were shown in newscasts of non-political events (BROADCASTING, Feb.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KTHV
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LITTLE ROCK
HENRY CLAY, Executive Vice President
B. G. ROBERTSON, General Manager

Handicaps

Section 315 • NAB took an official stand against Section 315 of the Communications Act during its Chicago convention.

A resolution adopted at the business session called on broadcasters to continue their fight for complete freedom in electronic journalism and to urge Congressional action "that the right of the people of America to know may not be impaired."

The resolution said Section 315 handicaps the broadcaster in fulfilling his responsibility to keep the people informed.

Editorializing • A "tremendous surge" of editorializing by broadcasters has occurred in the past few years, NAB's convention held last week in adopting a resolution calling for a clearing of the uncertainty that surrounds this type of programming.

The resolution, adopted at the Wednesday business session, specified that NAB, through its Editorializing Committee and Board of Directors, "continue to pursue with the FCC, members of Congress and federal government officials the development of a sound and workable approach to editorializing by broadcasters."

23). Chairman Doerfer told the convention:

Let Broadcaster Decide • "The important point is that the broadcaster should be given the right and the duty to make the judgment as to what constitutes news or what programming fills the needs of the public and not the candidates. The latter should have no vested right in the airwaves, to extoll personal privileges far out of proportion to the public interest. Why should this judgment be delegated to those opportunists whose sole qualification is a disposition to aggrandize their personal interests, indulge their idiosyncrasies or harass a broadcaster who felt it was his duty to provide a meaningful program about which he knows the public has an interest?

"In this capacity the broadcaster is disseminating information—not entertainment. I sincerely doubt that a broadcaster who must stake his license every three years against his record would take a chance of resorting to chicanery or unduly promote a favorite candidate under the guise of legitimate newscasting or a public interest panel discussion.

"It is true that a rule of fairness or reason takes more time to interpret and may vary; but over a period of time sufficient experience should develop sound and consistent precedents. Initially, it may be difficult to define standards of fairness in presentations of political candidates in news or Lincoln-Douglas types of debates, but this has not deterred the Commission from attempting it in the field of editorializing and controversial matters. We have adopted a policy that in this far larger and more difficult field a broadcaster must strive for fairness and impartiality.

"Finally, the longevity of a statute is no valid defense, in my opinion. Who knows for how long and to what extent Sec. 315 has been a palpable obstruction to public information at a time when it needs it most.

"The broadcaster has never been given the opportunity to demonstrate his ability to be fair and reasonably discriminatory in this situation. The law has been on the books since 1927. It may very well be that some broadcasters use Sec. 315 as a shield against the extra effort necessary to program in this important field. But with the ever-present dangers of losing a public audience by being compelled to bore it with an over-abundance of political programs, I can't blame them. Some radical revisions or outright repeal proposals seem to be ripe for serious consideration."

Stanton Position • Chairman Doerfer's position appeared to jibe with the arguments advanced a few days earlier by Dr. Frank Stanton, president of CBS Inc., who had told the CBS-TV affiliates convention that FCC's Daly decision could "abridge radically" radio-tv's usefulness as news media and that CBS not only would ask FCC to reconsider but, if necessary, would carry the fight to the courts, the Congress and the public (BROADCASTING, March 16). In similar vein Chairman Doerfer said:

"The broadcasting of news is definitely in the public interest. But often it involves governmental officials who do not initiate the news. A continued course of interpretations which would dissuade the viewing or presentation of any news incidentally involving some qualified candidate under all circumstances may be to the detriment of the public interest.

"An informed public is indispensable for the continuance of a democratic society. If every presentation of a duly elected public official who happens to be, at a given time, a qualified candidate for an office must automatically be matched by an equal amount of free time by all other such candidates, then the essence of governmental news will be emasculated during campaign periods. The broadcaster will be completely shorn of any journalistic judgments in this most important field.

"In my opinion a broadcaster should be given some discretion other than a Hobson's choice. This is either a plethora of bland political programming ad nauseam or a complete blackout. This will be the ultimate result if Sec. 315 is meant to be construed in an inexorable mannner.

"It would in my opinion be most unfortunate to deprive the public of the benefits of a medium which has the peculiar power to unmask insincerity, lack of candor or, on the other hand, to show outstanding qualifications. There is a large difference between a canned speech and a real debate—between a poster and a panel show."

What Fairness Means • Chairman Doerfer described the "rule of reason" or "fairness" which he said he had advocated to Congress as a substitute for "the present inflexible mandate." It would not mean, he said, that a broadcaster "could indulge in his biases or prejudices with impunity—even in respect of crackpots or rank opportunists." Rather, the broadcaster "would, under any interpretation of fairness and in his responsibilities as a journalist, be obliged to equalize opportunities regarding an intentional or a designed use by such candidates, such as speeches, rallies, etc., whether paid for or not."

Newspaper comment

Here's an editorial from the San Antonio Express *last week on the Section 315 ruling. Partial text follows:*

Let's see what effect the ruling would have on a legitimate news story for radio and tv such as the meeting here Monday on the city-county jail.

Nine city councilmen are now running for re-election. They attended the Monday meeting to discuss the jail site again. If cameramen present showed their pictures on tv, the station would have to call about 30 other candidates and offer them equal time!

That is how ridiculous the FCC twisting of "equal time" turns out to be. Radio and tv men would be so busy trying to figure out time that there would be little news to offer. And it probably wouldn't make sense if offered.

The public has not found radio and television to be short on news fairness, even though it may have found them lacking in other phases of coverage.

The viewing and listening public has the biggest stake in this controversy. Political news coverage could be paralyzed by the ruling.

It ought to demand Congress to define Rule 315 quickly to allow radio and tv to present the news with normal journalistic freedom.

For other editorial comment see Playback page 108.

MORE NEWS... and Miami knows it!

The millions of south Floridians—and the millions more of their visitors — have learned to recognize this area's *authoritative news source*... Radio Miami WGBS! Consistent, dramatic news scoops have captured the interest and attention of Miami's most able-to-buy audience.

Complete local coverage, coupled with the world-wide CBS news staff, is *one* important reason why your best buy is Radio Miami WGBS, Florida's most quoted station. Represented by the KATZ Agency

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FLORIDA'S MOST QUOTED STATION

WGBS

IN MUSIC, NEWS AND SPORTS

RADIO MIAMI • 50,000 WATTS

Storer Radio Broadcasting Company

WGBS Miami · WAGA Atlanta · WWVA Wheeling · WIBG Philadelphia · WSPD Toledo · WJW Cleveland · WJBK Detroit

WILS
5,000
LIVELY WATTS
LANSING

FIRST IN AUDIENCE
... more than 100% greater audience* than any station heard in the Lansing area.

FIRST IN POWER AND COVERAGE
With 20 times the power of any station in Lansing ... WILS produces the *most coverage for your money.*

FIRST IN MICHIGAN'S MONEY MARKET
WILS reaches 210,490 Radio homes in the 17 county central Michigan area ... 1st in Michigan in C.S.I.

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

*C. E. HOOPER

WILS
music news sports

ASSOCIATED WITH

CHANNEL 10
WILX-TV
LANSING • JACKSON • BATTLE CREEK
AND
WPON
PONTIAC

P&G BIGGEST SPENDER IN '58

TvB spot totals for year show champion hits $84.5 million in tv spot and network

Procter & Gamble spent $84.5 million (at gross rates) in national tv last year. This includes spot and network.

The tv spot figures for the full year 1958—a total of more than $511.7 million or a 14% gain—were released last week by Television Bureau of Advertising as compiled by N. C. Rorabaugh Co. Tv spot expenditures for the fourth quarter of 1958 were released earlier (BROADCASTING, March 2).

P&G in 1958 had a more than $33.8 million zest for spot tv on behalf of all its 42 brands but for one brand alone it was a near $4.5 million Zest (toilet soap).

Lever Bros. spent about $16.5 million gross for spot tv for some 24 brands, while Adell Chemical invested more than $12 million on behalf of a single product, its Lestoil liquid detergent. Lever spent some $21.9 million gross in network tv last year.

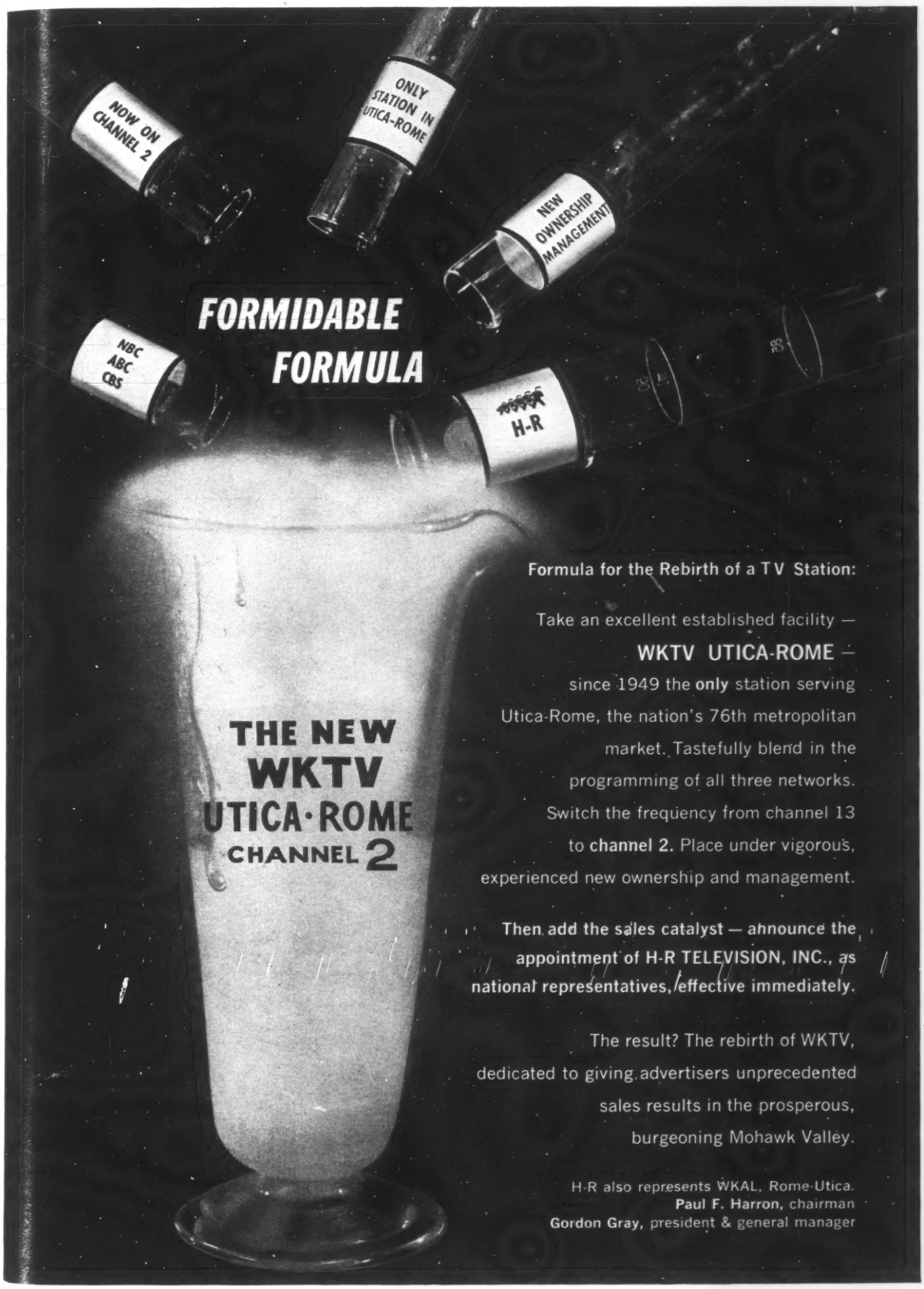
Colgate-Palmolive, which ranked No. 2 among network tv advertisers last year, rated No. 5 in the spot tv lineup. Its combined spot and network gross billing in 1958: $3.8 million, or nearly $5 million behind the combined gross expenditure of Lever.

TvB noted that the number of spot tv advertisers spending more than $20,000 increased from 1,287 in 1957 to 1,341 in 1958. At the lower end of the scale (less than $20,000 in spot) 2,925 companies were in the lesser bracket compared with 2,867 in that group in 1957. This led to TvB's President Norman E. Cash's conclusion: "It shows spot television is doing the job for the limited-budget as well as the advertiser in very large companies."

Food products topped the product classifications ringing up over $135.6 million in gross billing. Food advertisers also made up the No. 1 product group in network tv for the year.

Estimated expenditures top ten national and regional spot tv advertisers in 1958

1. **PROCTER & GAMBLE**	**$33,833,060**
American Family Detergent	215,260
American Family Soap	77,710
Biz Liquid Detergent	323,080
Big Top Peanut Butter	153,330
Camay Soap	435,720
Cascade Detergent	3,540
Charmin Paper Products	171,560
Bonus Granulated Soap	6,340
Cheer	1,832,350
Clorox	2,696,020
Comet	991,580
Crest	146,650
Crisco	1,653,670
Dash Detergent	994,490
Dreft	494,350
Drene Shampoo	155,030
Duncan Hines Canned Foods	16,850
Duncan Hines Mixes	2,539,600
Duz/Blue Dot Duz	594,670
Fluffo	80,540
Gleem	1,155,510
Ivory Flakes	269,100
Ivory Liquid	3,399,940
Ivory Snow	740,740
Ivory Soap	630,780
Jif Peanut Butter	3,666,000
Joy	1,231,260
Lava Soap	32,140
Lilt Home Permanent	97,900
Mr. Clean	421,300
Oxydol	1,087,870
Pace Home Permanent	923,300
Prell Shampoo	156,770
Secret Deodorant	197,170
Special Beauty Kit	270
Spic & Span	850,320
Summer-Sett	17,170
Tide	723,170
Velvet Blend Shampoo	6,750
White Cloud Toilet Tissue	10,800
Winter-Sett	142,540
Zest Beauty Bar	4,489,920
2. **LEVER BROS.**	**$16,578,860**
Airwick	126,960
All Detergent	236,800
Breeze	909,760
Dove Toilet Soap	1,697,570
Gayla Toilet Soap	$74,300
Good Luck Margarine	770,090
Handy Andy Detergent	740,730
Hum Detergent	29,180
Imperial Margarine	1,387,330
Lifebuoy Soap	34,070
Lipton Soup	27,840
Lipton Tea	1,278,850
Lucky Whip	1,043,950
Lux Liquid	805,520
Lux Toilet Soap	253,640
Pepsodent	3,104,810
Praise Toilet Soap	971,310
Rinso	546,910
Shield Toothpaste	3,130
Silver Dust	332,440
Stripe Toothpaste	2,049,840
Surf Detergent	6,330
Swan Liquid Detergent	75,270
Wisk	72,230
3. **ADELL CHEMICAL**	**$12,339,090**
Lestoil Liquid Detergent	12,339,090
4. **GENERAL FOODS**	**$11,020,780**
Angel Flake Cake Mix	19,380
Angel Flake Cocoanut	4,680
Baker's Cocoanut	9,660
Baker's Inst. Chocolate	191,130
Birdseye Frozen Foods	5,320
Bireley's Soft Drinks	38,370
Bliss Coffee	1,740
Calumet Baking Powder	25,660
Capri Mix	2,000
Dream Whip Topping	235,710
Gaines Dog Food	449,550
Go Ironing Aid	6,440
Jello Gelatin Dessert	32,830
Jello Pudding/Pie Filling	282,550
Kool Aid	128,030
LaFrance	1,910
Log Cabin Syrup	5,230
Maxwell House Coffee	5,301,530
Minute Potatoes	208,260
Post's Dry Cereals	2,534,530
Postum	25,170
Sanka Coffee	772,110
SOS Soap Pads	57,810
Swansdown Cake Flour	10,840
Swansdown Cake Mix	28,110


NOW ON CHANNEL 2
ONLY STATION IN UTICA-ROME
NEW OWNERSHIP MANAGEMENT
FORMIDABLE FORMULA
NBC ABC CBS
H-R
THE NEW WKTV UTICA·ROME CHANNEL 2
Formula for the Rebirth of a TV Station:
Take an excellent established facility — WKTV UTICA-ROME — since 1949 the only station serving Utica-Rome, the nation's 76th metropolitan market. Tastefully blend in the programming of all three networks. Switch the frequency from channel 13 to channel 2. Place under vigorous, experienced new ownership and management.
Then add the sales catalyst — announce the appointment of H-R TELEVISION, INC., as national representatives, effective immediately.
The result? The rebirth of WKTV, dedicated to giving advertisers unprecedented sales results in the prosperous, burgeoning Mohawk Valley.
H-R also represents WKAL, Rome-Utica.
Paul F. Harron, chairman
Gordon Gray, president & general manager

Lancaster
Harrisburg York

is ONE TV market when you use

WGAL-TV

WGAL-TV

AMERICA'S 10th TV MARKET

CHANNEL 8
LANCASTER, PA.
NBC and CBS

In addition to being the first choice of viewers in these three important markets, WGAL-TV is the television station for Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending Feb. 21

TOTAL AUDIENCE†

Rank		No. Homes (000)
1.	Wagon Train	19,580
2.	Gunsmoke	18,172
3.	Desilu Playhouse	16,720
4.	Have Gun, Will Travel	16,104
5.	Maverick	15,884
6.	Perry Mason	15,884
7.	Danny Thomas	15,840
8.	Perry Como	15,444
9.	Rifleman	15,356
10.	Cheyenne	14,916

Rank		% Homes*
1.	Wagon Train	45.3
2.	Gunsmoke	41.9
3.	Desilu Playhouse	40.1
4.	Maverick	37.8
5.	Have Gun, Will Travel	37.2
6.	Perry Mason	37.0
7.	Danny Thomas	36.6
8.	Rifleman	36.5
9.	Cheyenne	35.8
10.	Perry Como	35.7

AVERAGE AUDIENCE‡

Rank		No. Homes (000)
1.	Gunsmoke	17,380
2.	Wagon Train	16,544
3.	Have Gun, Will Travel	15,444
4.	Danny Thomas	14,916
5.	Desilu Playhouse	14,564
6.	Rifleman	14,300
7.	Maverick	13,860
8.	Wyatt Earp	13,464
9.	Zane Grey Theatre	13,288
10.	Wanted, Dead or Alive	13,288

Rank		% Homes*
1.	Gunsmoke	40.1
2.	Wagon Train	38.3
3.	Have Gun, Will Travel	35.7
4.	Desilu Playhouse	34.9
5.	Danny Thomas	34.5
6.	Rifleman	34.0
7.	Maverick	32.9
8.	Wyatt Earp	31.8
9.	Zane Grey Theatre	31.1
10.	Wanted, Dead or Alive	30.6

† Homes reached by all or any part of the programs, except for homes viewing only 1 to 5 minutes.
* Percented ratings are based on tv homes within reach of station facilities used by each program.
‡ Homes reached during the average minute of the program.

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ARB

TOP 10 NETWORK PROGRAMS

Tv report for Feb. 2-8

Rank		No. Viewers (000)
1.	Wagon Train	54,630
2.	Gunsmoke	48,130
3.	Maverick	44,430
4.	Perry Como	42,790
5.	Have Gun, Will Travel	39,070
6.	Rifleman	39,000
7.	Real McCoys	38,530
8.	Perry Mason	38,460
9.	Wyatt Earp	35,430
10.	Danny Thomas	35,080

Rank		Rating
1.	Wagon Train	47.8
2.	Gunsmoke	43.5
3.	Rifleman	39.6
4.	Maverick	38.6
5.	Perry Como	38.0
6.	Real McCoys	36.3
7.	Have Gun, Will Travel	35.8
8.	Wyatt Earp	35.3
9.	Price Is Right	35.0
10.	Loretta Young	34.9
10.	Perry Mason	34.9

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Cheyenne (ABC-126): Johnson & Johnson (Y&R), Armour & Co. (FC&B), Harold Ritchie (K&E), Tues. 7:30-8:30 p.m.

Perry Como (NBC-172): various sponsors, Sat. 8-9 p.m.

Desilu Playhouse (CBS-113): Westinghouse (M-E), Mon. 10-11 p.m.

Wyatt Earp (ABC-139): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

Gunsmoke (CBS-173): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-168): Lever Bros. (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.

Perry Mason (CBS-146): various sponsors, Sat. 7:30-8:30 p.m.

Maverick (ABC-133): Kaiser (Y&R), Drackett (Y&R), Sun. 7:30-8:30 p.m.

Real McCoys (ABC-123): Sylvania Electric Products (JWT), Procter & Gamble (Compton), Thurs. 8:30-9 p.m.

Rifleman (ABC-139): Miles Labs (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.

Danny Thomas (CBS-189): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-171). Ford Motors (JWT), alt. with R.J. Reynolds (Esty), Nabisco (M-E), Wed. 7:30-8:30 p.m.

Loretta Young (NBC-144): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

Zane Grey Theatre (CBS-150): General Foods (B&B), Johnson Wax (B&B), Thurs. 9-9:30 p.m.

Price Is Right (NBC-161): Lever Bros. (OB&M), alternating with Speidel (Norman Craig & Kummell), Wed. 8:30-9 p.m.

Wanted, Dead or Alive (CBS-185): Bristol Myers (Y&R), Brown & Williamson (Bates), Sat. 8:30-9 p.m.

Tang Orange Juice	$304,020
Yuban Coffee	337,770
5. COLGATE-PALMOLIVE	**$10,998,490**
Ad Detergent	1,560,270
Ajax Cleanser	1,082,820
Brisk Dentifrice	6,480
Cashmere Bouquet Soap	55,070
Colgate Deod. Beauty Soap	36,090
Colgate Dental Cream	3,807,950
Colgate Shave Cream	102,810
Colgate Shave Lotion	2,770
Fab Detergent	1,792,440
Florient Air Deodorant	291,500
Genie Household Cleanser	319,840
Glance Shampoo	3,560
Halo Shampoo	411,190
Lustre-Creme Shampoo	91,380
Merry Detergent	160
Palmolive Shave Cream	161,700
Palmolive Shave Lotion	53,840
Palmolive Soap	306,410
Rapid Shave Cream	646,590
Super Suds	102,590
Vel Beauty Bar	7,470
Vel Liquid Detergent	148,710
Vel Soap Powder	6,850
6. BROWN & WILLIAMSON	**$9,413,530**
DuMaurier	431,680
Kool	2,915,250
Raleigh	1,868,570
Viceroy	4,198,030
7. CONTINENTAL BAKING	**$9,223,910**
Buttermilk Bread	4,630
Certified Bread	38,240
Continental Donuts	350
County Fair Bread	87,810
County Fair Triplette Cake	5,530
Daffodil Farm Bread	88,050
Hostess Cakes	$1,476,190
Morton Frozen Foods	795,100
Profile Bread	2,981,750
Staff Bread	282,650
Twinkies	32,940
Wonder Bread	3,398,430
Wonder Brown & Serve Rolls	4,380
Wonder Buns	26,960
Wonder Rolls	900
8. WARNER-LAMBERT	**$8,832,990**
Anahist Cold Remedies	4,716,340
Bliss Home Permanent	109,680
Bromo Seltzer	1,736,600
DuBarry Cosmetics	310
DuBarry Light & Bright	12,630
Fizzies	427,470
Listerine Antiseptic	1,261,020
Listerine Dentifrice	11,230
New Faces	4,900
Quick Home Permanent	3,010
Richard Hudnut Cosmetics	1,350
Sportsman Toiletries	101,400
3 Flowers Brilliantine	6,260
Virisan	440,790
9. MILES LABS	**$7,895,950**
Alka-Seltzer	5,268,130
Bactine	1,167,380
Nervine	$125,090
One-A-Day Brand Vitamins	1,323,010
Tabcin	12,340
10. AMERICAN HOME PROD.	**$7,275,680**
Aero-Shave	24,150
Aero-Wax	261,080
Anacin	2,951,490
Antrol-Snarol Ant Poison	2,870
Bisodol	3,900
Black Flag	197,390
Chef-Boy-Ar-Dee Quality Food	391,560
Dennison's Foods	60,740
Drial Nasal Mist	5,090
Drial Tablets	1,120
Dristan Tablets	1,839,860
Dristan Nasal Mist	55,260
Easy-Off Oven Cleaner	16,990
Emberstick	320
Freezone	1,820
G. Washington Coffee	6,630
Griffin Shoe Polishes	45,070
Heet	5,400
Preparation H	1,087,230
Primatene	186,500
Soothal Antacid	5,040
Wizard Deodorizers	126,170

Estimated expenditures of top 100 national and regional spot television advertisers—by rank for 1958

1.	Procter & Gamble	$33,833,060
2.	Lever Brothers	16,578,860
3.	Adell Chemical	12,339,090
4.	General Foods	11,020,780
5.	Colgate-Palmolive	10,998,490
6.	Brown & Williamson	9,413,530
7.	Continental Baking	$9,223,910
8.	Warner-Lambert Pharma.	8,832,990
9.	Miles Laboratories	7,895,950
10.	American Home Prods.	7,275,680
11.	P. Lorillard	6,717,450
12.	International Latex	5,678,510

"THE VOICE OF LONG ISLAND"

W

H

the only station that really covers

the independent Long Island market!

POPULATION *
1,789,300

•

RETAIL SALES *
$2,358,018,000

*(NASSAU-SUFFOLK)

i

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna

13.	Carter Products	$5,202,300
14.	Texize Chemical	4,704,170
15.	Standard Brands	4,368,290
16.	Philip Morris	4,066,710
17.	National Biscuit	4,022,960
18.	Robert Hall	3,993,850
19.	Coca-Cola Bottlers	3,699,270
20.	Sterling Drug	3,645,220
21.	Shell Oil	3,272,410
22.	Food Mfgrs.	3,259,850
23.	Corn Products Refining	3,191,790
24.	Pepsi-Cola Bottlers	3,163,040
25.	Andrew Jergens Co.	3,153,280
26.	Anheuser-Busch	3,058,690
27.	American Tobacco	3,018,150
28.	General Mills	2,986,970
29.	J.A. Fogler	2,975,260
30.	Charles Antell	2,866,820
31.	Bristol-Myers	2,845,890
32.	Pabst Brewing*	2,836,100
33.	Avon Products	2,770,420
34.	Kellogg	2,549,440
35.	R.J. Reynolds	2,434,260
36.	Marathon	2,434,000
37.	Esso Standard Oil	2,383,490
38.	American Chicle	2,355,040
39.	Falstaff Brewing	2,288,920
40.	Vick Chemical	2,216,890
41.	Drug Research	2,144,050
42.	William Wrigley Jr.	2,071,990
43.	Salada-Shirriff-Horsey	1,991,060
44.	U.S. Borax & Chem.	1,988,690
45.	Standard Oil Co. of Ind.	1,961,290
46.	Exquisite Form	1,946,620
47.	Gillette	1,994,380
48.	Gulf Oil	1,916,020
49.	Norwich Pharmacal	1,877,690
50.	Piel Bros.	1,873,880
51.	Liggett & Myers	1,865,830
52.	Bulova Watch	1,856,220
53.	S.C. Johnson	1,813,560
54.	Jos. E. Schlitz	1,778,680
55.	Continental Car-Na-Var	1,772,060
56.	Sun Oil	$1,769,580
57.	Borden	1,750,940
58.	Theo. Hamm Brewing	1,690,180
59.	Nestle Co.	1,681,800
60.	Quaker Oats	1,679,690
61.	Nehi Corp. Bottlers	1,636,200
62.	Texas Co.	1,630,400
63.	Ward Baking	1,600,000
64.	Welch Grape Juice	1,553,830
65.	Phillips Petroleum	1,508,110
66.	Chesebrough-Ponds	1,491,690
67.	Wander	1,477,460
68.	Carling Brewing	1,456,620
69.	Maybelline	1,453,810
70.	Block Drug	1,433,210
71.	General Motors	1,422,070
72.	M.J.B.	1,407,360
73.	Harold F. Ritchie	1,370,100
74.	P. Ballantine	1,340,940
75.	Burgermeister Brew.	1,297,930
76.	Dumas-Milner	1,284,410
77.	Max Factor	1,309,360
78.	Hills Bros.	1,297,610
79.	American Bakeries	1,297,190
80.	F&M Schaefer	1,285,780
81.	National Brewing	1,278,100
82.	Interstate Bakeries	1,263,860
83.	Alberto-Culver	1,247,830
84.	Great A&P Tea	1,237,300
85.	General Cigar	1,234,070
86.	B.T. Babbitt	1,221,010
87.	Swift	1,209,590
88.	H.J. Heinz	1,207,050
89.	Safeway Stores	1,192,570
90.	Tidy House Prod.	1,187,080
91.	Diversified Cos. of Amer.	1,177,010
92.	Kroger	1,170,340
93.	Minute Maid	1,164,850
94.	Atlantic Refining	1,144,300
95.	Jacob Ruppert	1,137,160
96.	Pacific Tel. & Tel.	1,134,560
97.	Heublein	1,129,070
98.	Wm. B. Reily & Co.	1,099,090
99.	Taylor-Reed	1,089,890
100.	Parker Pen	1,087,340

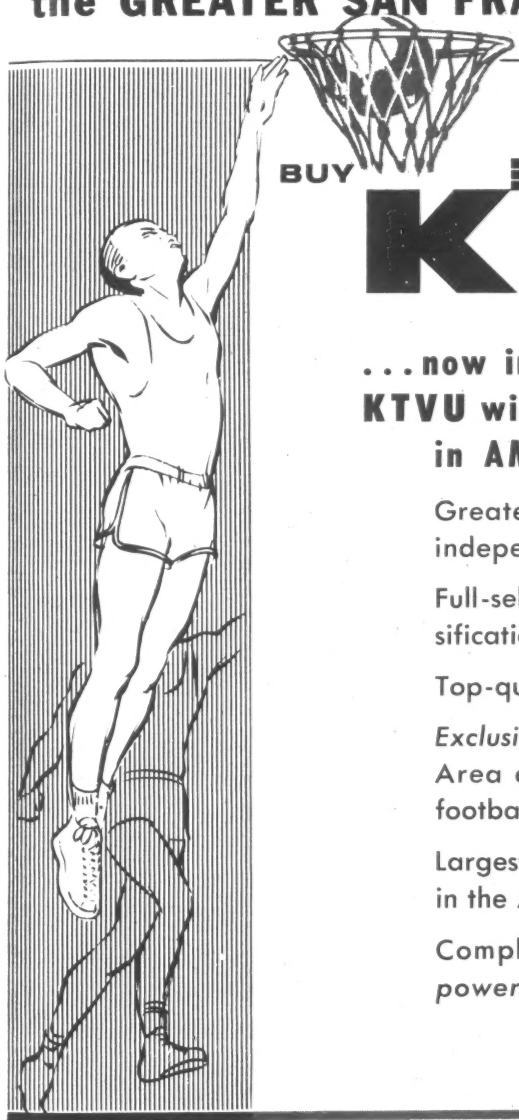
*Including Blatz

Estimated expenditures of national and regional spot television advertisers by product classification for 1958

AGRICULTURE	**$1,350,000**
Feeds, meals	746,000
Miscellaneous	604,000
ALE, BEER & WINE	**44,214,000**
Beer & Ale	40,299,000
Wine	3,915,000
AMUSEMENTS, ENTERTAINMENT	**559,000**
AUTOMOTIVE	**7,376,000**
Anti-freeze	112,000
Batteries	131,000
CARS	**4,134,000**
Tires & Tubes	1,554,000
Trucks & Trailers	132,000
Miscellaneous Accessories & Supplies	1,313,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	**2,789,000**
Plumbing, Supplies	562,000
Materials	656,000
Paints	1,185,000
Power Tools	59,000
Miscellaneous	327,000
CLOTHING, FURNISHINGS, ACCESSORIES	**13,241,000**
Clothing	11,269,000
Footwear	1,445,000
Hosiery	497,000
Miscellaneous	30,000
CONFECTIONS & SOFT DRINKS	**28,237,000**
Confections	12,039,000
Soft Drinks	16,198,000
CONSUMER SERVICES	**14,605,000**
Dry cleaning & laundries	81,000
Financial	2,181,000
Insurance	2,773,000
Medical & Dental	151,000
Moving, Hauling, Storage	317,000
Public utilities	7,099,000
Religious, Political, Unions	1,224,000
Schools & Colleges	135,000
Miscellaneous services	644,000
COSMETICS & TOILETRIES	**$46,749,000**
Cosmetics	8,133,000
Deodorants	3,426,000
Depilatories	295,000
Hair tonics & shampoos	8,674,000
Hand & face creams, lotions	2,813,000
Home permanents & coloring	5,890,000
Perfumes, toilet waters, etc.	1,704,000
Razors, blades	$1,904,000
Shaving creams, lotions, etc.	1,694,000
Toilet soaps	10,744,000
Miscellaneous	1,472,000
DENTAL PRODUCTS	**14,467,000**
Dentifrices	11,132,000
Mouthwashes	2,455,000
Miscellaneous	880,000
DRUG PRODUCTS	**44,626,000**
Cold remedies	12,863,000
Headache remedies	7,792,000
Indigestion remedies	8,988,000
Laxatives	3,082,000
Vitamins	2,825,000
Weight aids	1,917,000
Miscellaneous drug products	6,285,000
Drug stores	874,000
FOOD & GROCERY PRODUCTS	**135,687,000**
Baked goods	26,469,000
Cereals	11,552,000
Coffee, tea & food drinks	32,140,000
Condiments, sauces, appetizers	5,515,000
Dairy products	7,853,000
Desserts	2,023,000
Dry foods (flour, mixes, rice, etc.)	8,314,000
Fruits & vegetables, juices	9,429,000
Macaroni, noodles, chili, etc.	1,934,000
Margarine, shortenings	6,673,000
Meat, poultry & fish	6,366,000
Soups	461,000
Miscellaneous foods	6,420,000
Miscellaneous frozen foods	1,454,000
Food stores	9,084,000
GARDEN SUPPLIES & EQUIPMENT	**661,000**
GASOLINE & LUBRICANTS	**24,479,000**
Gasoline & oil	23,411,000
Oil additives	858,000
Miscellaneous	210,000
HOTELS, RESORTS, RESTAURANTS	**423,000**
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES*	**29,650,000**
Cleaners, cleansers*	24,051,000
Floor & furniture polishes, waxes	4,146,000
Glass cleaners	392,000
Home dry cleaners	405,000
Shoe polish	148,000
Miscellaneous cleaners	508,000
HOUSEHOLD EQUIPMENT—APPLIANCES	**4,621,000**

to REACH and SELL..

the GREATER SAN FRANCISCO · OAKLAND MARKET



BUY CHANNEL **KTVU** 2

...now in the second year of operation, KTVU will continue to move merchandise in AMERICA'S SIXTH MARKET with:

Greater Area coverage through *unduplicated* independent programming.

Full-sell Minute Announcements in *all* time classifications.

Top-quality, *full-length* feature films in AA time.

Exclusive live and Videotape coverage of Bay Area college and professional sports—from football and basketball to rugby and tennis.

Largest, most *up-to-date* studios and facilities in the Area.

Complete Area coverage through *maximum power*: 100 KW Video; 50 KW Audio.

2 KTVU

CALL KTVU or H-R Television, Inc., NOW for complete information and availabilities.

San Francisco · Oakland Television INC.

ONE JACK LONDON SQUARE • OAKLAND, CALIFORNIA

Shades of Tom Swift

If Tom Swift had invented a money-making machine, it wouldn't get any more play than the television sets at the Men's Club. At the time the house committee approved TV, the club seemed to catch its second wind. Complaints about the dining room service are rare today, and even the oldest member can't recall better brandy and cigars.

Luther, the doorman and unofficial club historian, credits all this to WBNS-TV. "The station can predict our gentlemen's moods with uncanny accuracy," states this sagacious fellow, "and it programs to suit. Plenty of local news and sports coverage, with CBS network shows for kicks. And, the fact our members know so many WBNS-TV folks through working on charity and civic committees keeps things on a first-name basis."

Luther may exaggerate our occult powers, but he's right about our dedication to charitable community projects. Last time we checked, WBNS-TV names were on the working rosters of more than twenty service groups in Central Ohio where we were born and raised.

When these men of influence return home from the sanctuary of the club, they're again greeted by WBNS-TV. So, it's just good sense for their local advertising dollars to back this national time-buying guide: "*If you want to be seen in Central Ohio — WBNS-TV.*"

WBNS—TV

CBS Television in Columbus, Ohio

Affiliated with The Columbus Dispatch, The Ohio State Journal and WBNS Radio. Represented by Blair TV. 316 kw

HOUSEHOLD FURNISHINGS	**$2,926,000**
Beds, mattresses, springs	1,671,000
Furniture & other furnishings	1,255,000
HOUSEHOLD LAUNDRY PRODUCTS	**29,940,000**
Bleaches, starches	4,814,000
Packaged soaps, detergents*	23,217,000
Miscellaneous	1,909,000
HOUSEHOLD PAPER PRODUCTS	**5,163,000**
Cleansing tissues	1,411,000
Food wraps	1,417,000
Napkins	347,000
Toilet tissue	755,000
Miscellaneous	1,233,000
HOUSEHOLD, GENERAL	**4,101,000**
Brooms, brushes, mops, etc.	430,000
China, glassware, crockery, containers	356,000
Disinfectants, deodorizers	1,090,000
Fuels, (heating, etc.)	488,000
Insecticides, rodenticides	821,000
Kitchen utensils	89,000
Miscellaneous	827,000
NOTIONS	**384,000**
PET PRODUCTS	**4,411,000**
PUBLICATIONS	**757,000**
SPORTING GOODS, BICYCLES, TOYS	**3,045,000**
Bicycles & supplies	35,000
Toys & games	2,819,000
Miscellaneous	191,000
STATIONERY, OFFICE EQUIPMENT	**149,000**

*Liquid cleaners (i.e. Lestoil) now included in sub-class, "cleaners, cleansers."

TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	**$1,501,000**
Antennas	108,000
Radio and television sets	208,000
Records	750,000
Miscellaneous	435,000
TOBACCO PRODUCTS & SUPPLIES	**31,119,000**
Cigarettes	28,164,000
Cigars, pipe tobacco	2,562,000
Miscellaneous	393,000
TRANSPORTATION & TRAVEL	**2,937,000**
Air	1,469,000
Bus	666,000
Rail	702,000
Miscellaneous	100,000
WATCHES, JEWELRY, CAMERAS	**4,459,000**
Cameras, accessories, supplies	290,000
Clocks & watches	1,925,000
Jewelry	160,000
Pens & pencils	1,988,000
Miscellaneous	96,000
MISCELLANEOUS	**7,144,000**
Trading stamps	892,000
Miscellaneous products	2,760,000
Miscellaneous stores	3,492,000
TOTAL	**$511,770,000**

Petry urges one rate for all advertisers

Adoption of a single rate for all advertisers was urged last week by Edward Petry & Co., station representative. President Edward E. Voynow said that "after lengthy and thorough investigation and discussion of the dual-rate problem, it seems obvious that this is the one and only answer."

Marty Nierman, Petry executive vice president, said all Petry client-stations would be briefed on the one-rate proposition and asked to adopt a single rate for local and national business, effective July 1. "In addition," Mr. Nierman said, "we urge that the entire industry consider the adoption of the same policy."

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week March 12-March 18 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

DATE	PROGRAM AND TIME	NETWORK	RATING
Thur., March 12	**Zorro** (8 p.m.)	ABC-TV	27.5
Fri., March 13	**77 Sunset Strip** (9:30 p.m.)	ABC-TV	24.1
Sat., March 14	**Perry Como** (8 p.m.)	NBC-TV	27.3
Sun., March 15	**Frances Langford Presents** (10 p.m.)	NBC-TV	22.6
Mon., March 16	**Danny Thomas** (9 p.m.)	CBS-TV	28.6
Tue., March 17	**Rifleman** (9 p.m.)	ABC-TV	29.3
Wed., March 18	**Wagon Train** (7:30 p.m.)	NBC-TV	32.5

Copyright 1959 American Research Bureau

RADIO SPOT: 134 MARKETS

Adam Young estimates $165 million in '58

Adam Young Inc., New York, last week released the company's estimates of 1958 spot radio billings in 134 multi-station markets, placing overall billing at $165 million, down from $169.5 million in 1957. Adam Young, president, said annual volume presently is at the $143 million mark, based on spot business during the last quarter of 1958 and the first two months of 1959.

In terms of dollar volume, according to Mr. Young, the country's top 50 markets now account for 71.5% of the national total, with about 13% going to New York. The company's estimates also indicate the strength of the farm markets, Mr. Young said, with such areas as Des Moines, Raleigh and Omaha "well ahead of the national average, in contrast to the wide fluctuations in some predominantly industrial markets."

Based on a continuing analysis of radio billing trends over the past six years, Adam Young Inc. has issued these estimates of gross national spot radio billing during 1958 in the following 134 multi-station markets:

Akron	$330,000
Albany	1,280,000
Albuquerque	400,000
Allentown	250,000
Altoona	65,000
Amarillo	215,000
Asheville	80,000
Atlanta	1,580,000
Atlantic City	80,000
Augusta	150,000
Austin, Tex.	225,000
Baltimore	1,780,000
Baton Rouge	175,000
Beaumont	90,000
Binghamton	185,000
Birmingham	580,000
Boston	4,295,000
Buffalo	1,720,000
Canton	305,000
Cedar Rapids	765,000
Charleston, S.C.	165,000
Charleston, W.Va.	265,000
Charlotte	830,000
Chattanooga	195,000
Chicago	10,775,000
Cincinnati	2,720,000
Cleveland	2,680,000
Columbia, S.C.	215,000
Columbus, Ga.	130,000
Columbus, Ohio	1,150,000
Corpus Christi	375,000
Dallas-Ft. Worth	2,400,000
Davenport	$370,000
Dayton	564,000
Denver	1,315,000
Des Moines	1,395,000
Detroit	5,750,000
Duluth	260,000
Durham	120,000
El Paso	200,000
Erie	160,000
Evansville	170,000
Flint	270,000
Fort Wayne	525,000
Grand Rapids	475,000
Green Bay	150,000
Greensboro	185,000
Greenville, S.C.	220,000
Harrisburg	315,000
Hartford	1,790,000
Honolulu	435,000
Houston-Galveston	1,735,000
Huntington	195,000
Indianapolis	1,600,000
Jackson, Miss.	225,000
Jacksonville	550,000
Johnstown	130,000
Kansas City	2,075,000
Knoxville	395,000
Little Rock	415,000
Los Angeles	6,700,000
Louisville	935,000
Lubbock	115,000
Macon	180,000
Madison	205,000
Manchester	125,000
Memphis	1,265,000
Miami	1,325,000
Milwaukee	1,395,000
Minneapolis	2,630,000
Mobile	185,000
Montgomery	230,000
Nashville	955,000
New Haven	445,000
New Orleans	1,170,000
New York	21,430,000
Norfolk	620,000
Oklahoma City	875,000
Omaha	1,105,000
Peoria	335,000
Philadelphia	4,900,000
Phoenix	415,000
Pittsburgh	2,790,000
Portland, Me.	265,000
Portland, Ore.	1,120,000
Providence	1,235,000
Pueblo	75,000
Raleigh	695,000
Reading	145,000
Richmond	875,000
Roanoke	205,000
Rochester	975,000
Sacramento	690,000
Saginaw	135,000
Salt Lake City	485,000
San Antonio	1,025,000
San Bernadino	165,000
San Diego	975,000
San Francisco	4,120,000
San Jose	145,000
Savannah	175,000
Scranton-Wilkes Barre	390,000
Seattle	1,545,000
Shreveport	570,000

WCCO-TV TELECASTS LIVE WEATHER INFORMATION WITH AID OF BENDIX RADAR

Audiences in the Minneapolis-St. Paul area now "see" weather in the making. With the aid of a new Bendix* Weather Tracking Radar station located atop the Foshay Tower, WCCO-TV's weather announcer can actually show his viewers where a rain storm is, how fast and in what direction it is moving. The radar system is constantly searching the sky, 150 miles in all directions from the Twin Cities area.

WCCO-TV is not only providing its audiences with a new type of interesting "live" weathercast, but is also rendering an invaluable service to local industry.

The equipment selected to do this job was the Bendix WTR-1 Weather Tracking Radar System. The WTR-1, a recent development of Bendix, was designed around the basic components of the widely-accepted, time-proven Bendix Airborne Weather Radar System now in daily operation on hundreds of airliners throughout the world.

For further information on the WTR-1 System contact:

*TRADEMARK

Bendix Radio Division
BALTIMORE 4, MARYLAND

Bendix
AVIATION CORPORATION

Sioux City	$100,000
Sioux Falls	90,000
South Bend	210,000
Spokane	550,000
Springfield, Ill.	150,000
Springfield-Holyoke	265,000
Springfield, Mo.	175,000
St. Joseph	170,000
St. Louis	3,740,000
Stockton	200,000
Syracuse	745,000
Tacoma	65,000
Tampa-St. Petersburg	725,000
Toledo	760,000
Topeka	445,000
Trenton	145,000
Tulsa	855,000
Tucson	195,000
Utica-Rome	195,000
Washington	3,055,000
Waterbury	60,000
Wheeling-Steubenville	490,000
Wichita	485,000
Wichita Falls	170,000
Wilmington, Del.	195,000
Winston-Salem	155,000
Worcester	550,000
York	145,000
Youngstown	510,000

WHAT DOES IT COST? Buyer distrust caused by unpublished rate

The unpublished rate leads to advertiser "suspicion" of spot broadcasting (both am and tv).

This warning was left with an agency-station representative audience in New York Tuesday (March 17) by a timebuyer prominent in the field—Jayne M. Shannon, broadcast media supervisor at J. Walter Thompson, New York. She also volunteered that the local and national rate confusion has contributed to a "decline in the confidence" of the advertiser in spot.

But, Miss Shannon said, she did not mean to imply stations should go single rate; but rather, present a "clear definition of who is eligible" for the local and for the national rate.

Why so much anxiety on "unpublished" rates? The "rate on request" or "for further rate information contact so-and-so" in published cards, said Miss Shannon, are an open invitation to a timebuyer to skip that station if he can. Reason: very often the buyer has little time and a lengthy schedule to line up. If the station without published rate information is about equal to another in the market that does publish rates, the timebuyer is inclined to bypass the former and automatically place the purchase with the station publishing rates.

Creates Distrust • But beyond this, she explained, refusal or failure to publish rates creates distrust of that station in the advertiser's mind. She also was critical of cards which provide maximum frequency discounts for 26-week periods rather than for 52 weeks. She proffered that the 26-week method discourages advertisers from making long-term buys.

The occasion was the Radio & Television Executives Society's timebuying and selling seminar on "Streamlining the Rate Card" and in keeping with St. Patrick's Day, Miss Shannon shared the program with Richard O'Connell of Richard O'Connell Inc., station representative.

Both speakers attacked existing rate cards as "cumbersome," "old fashioned," and by its sheer weight of terminology (some of it nearly unintelligible) as saddling the timebuyer with clerical work. Miss Shannon declared that this was one reason why timebuyers become inaccessible to station representatives—they are overloaded with detail.

Mr. O'Connell explained a simplified rate card structure which does away with most frequency discount formulas, reduces paper work and billing chores and makes the job easier for the timebuyer. Said he, "go jet" in rate cards. He claimed several stations have adopted new-type cards and urged other stations to follow suit.

Doggone

Greyhound Corp., Chicago, and its agency, Grey Adv., New York, last week continued its "feud" with Steve Allen over the use of the name "Steverino" for the dog who had become a symbol for the company (BROADCASTING, March 2). During the live commercial for Greyhound on the special Jack Benny program on CBS-TV Wednesday night (March 18), a woman fondled the dog and said sadly: "Tch, tch, poor dog, you don't even have a name." Greyhound Corp. has sent letters to newspapers and other publications asking readers to suggest a name for the Greyhound, which will be announced on the forthcoming Jack Benny special over CBS-TV on May 23.

ACTIVITY — HOW PEOPLE SPEND THEIR TIME

There were 126,564,000 people in the U.S. over 12 years of age during the week Feb. 27-March 5. They spent:

2,231.6 million hours	Watching Television
1,148.3 million hours	Listening to Radio
474.3 million hours	Reading Newspapers
241.7 million hours	Reading Magazines
388.1 million hours	Watching Movies on Tv
100.5 million hours	Attending Movies

These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly "Activity" report, from which these figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Tabulations are available from Sindlinger & Co. within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of March 1, Sindlinger data shows: (1) 114,011,000 people over 12 years of age have access to tv (90.1% of the people in that age group); (2) 44,558,000 households with tv; (3) 49,201,000 tv sets in use in the U.S.

(Copyright 1959 Sindlinger & Co.)

• Business briefly

Time sales

• Rexall Drug Co., L.A., will sponsor a special comedy-variety hour, *At the Movies*, on NBC-TV May 3 (10-11 p.m. EDT). The satirical show stars Sid Caesar, Art Carney and special guest Audrey Meadows. Also featured will be Jaye P. Morgan, the Morgan Brothers, Bambi Linn, Rod Alexander and Cliff Norton. *The Loretta Young Show*, regularly scheduled from 10-10:30 p.m., will be pre-empted for this date only. Rexall's agency: BBDO.

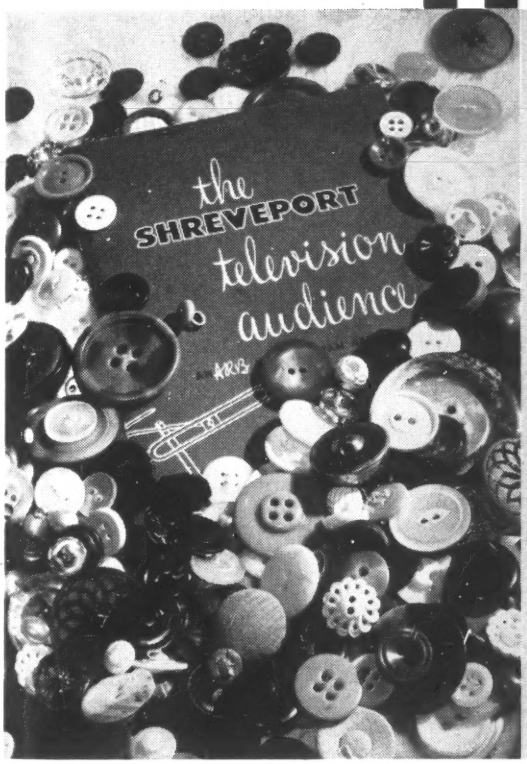
• Gillette Safety Razor Co., Boston, has signed for CBS Radio's and CBS-TV's coverage of "Triple Crown" events of horse racing, consisting of the Kentucky Derby on May 2 (5:15-5:45 p.m.); the Preakness on May 16 (5:30-6 p.m.) and the Belmont on June 13 (4:30-5 p.m.). Agency: Maxon Inc., New York.

• Mattel Inc. (toys), L. A., has contracted with ABC-TV for a new cartoon series, *Matty's Funday Funnies* (Sun. 5-5:30 p. m.) which begins its 52-week run Oct. 11. Mattel doubles its ad budget for the new show. It will feature Harvey Famous Cartoons, produced by Paramount Pictures. Agency: Carson-Roberts, L. A.

• Forty Two Products (toiletries), Los Angeles, has started a spot tv campaign using a new animated cartoon character "Bridgette" created by UPA Pictures on nine stations in major markets in Arizona and California, with plans being formulated to extend the spots to other markets. Cole Fischer Rogow, Beverly Hills, Calif., is agency.

• Carter Products Inc. (Rise instant shave cream), N.Y., will sponsor *Texas Championship Rodeo* over CBS-TV on March 28 (6:30-7:30 p.m.) in a special pickup from the Lubbock, Tex., Municipal Coliseum. Agency: Sullivan, Stauffer, Colwell & Bayles, N.Y.

BUTTON BUTTON WHO'S GOT THE BUTTON



. . . or ARE RATINGS EVERYTHING? Some folks set great store by ratings . . . and we'd be the first to tell you that in *every single* TV audience survey made in Shreveport, KSLA-TV has come out *'way on top.*

But there's more . . . an *intangible* you'd have to come to Shreveport to grasp . . . a sort of *first-name friendliness,* a *confidence,* a *loyalty.* This feeling is reflected in the ratings, of course, and in the results advertisers tell us they get.

Still, the *real measure* of it is the man who stops us on the street or the child who calls on the phone. They feel like it's *their station,* and they're right! Add that to *dynamic ratings,* and you DO *have everything.*

Don't you agree?

KSLA TV

basic CBS *channel* **2** *shreveport, la.*

* November, 1958 ARB

Represented nationally by: HARRINGTON, RIGHTER and PARSONS, INC.

spot

summer radio goes where t

e the family goes

People **do** take vacations, and Radio goes along.

That's why SPOT RADIO is so necessary in your summer media plans.

Reach people—wherever they are, at home or on vacation—with SPOT RADIO.

SPONSORED BY MEMBER FIRMS OF SRA

Avery-Knodel Inc. — John Blair & Company — Broadcast Time Sales
Thomas F. Clark Co. Inc. — Harry E. Cummings — Robert E. Eastman & Co. Inc.
H-R Representatives Inc. — The Katz Agency Inc. — McGavren-Quinn Company
The Meeker Company Inc. — Art Moore Associates Inc. — Richard O'Connell Inc.
Peters, Griffin, Woodward, Inc. — William J. Reilly, Inc.
Radio-TV Representatives Inc. — Weed Radio Corporation — Adam Young Inc.

BIG ISSUES, BIG EVENTS IN CHICAGO

Section 315, tv public relations, tv allocations are top topics

It started out like any other convention. But this one turned out to be more important than most.

By Wednesday night (March 18) a series of unbilled events never contemplated by NAB's planners had convinced several thousand broadcasters and their business friends that conventions can be important as well as fun.

These events and impressions emerged from the 37th annual NAB go-around:

• President Eisenhower, by remote control, earned a niche in a broadcasting hall of fame by discovering what network and station people have been saying for years: Section 315 of the Communications Act is ridiculous.

• FCC Chairman John C. Doerfer said for the first time that he thought the section ought to be torn out of the statute books.

• Lar Daly, eccentric Chicago politician, earned at least a small plaque on the basement wall of a hall of fame by setting up the silly series of political pressures that directed Washington attention to an incongruous law that runs contrary to "public interest, convenience and necessity."

• A million-dollar public relations campaign for tv was launched.

• The electromagnetic spectrum was kicked all over the Conrad Hilton Hotel for an hour early in the convention but it emerged later in the week as a sacred document that drew the respect of the Pentagon for the way it is used by broadcasters. This took the form of the first public discussion of the untouchable subject of military electronics allocations.

• The spectrum and its impact on commercial broadcasting provided the topic for an intra-governmental shin-kicking session. The principals were John S. Patterson, deputy director of Office of Civil & Defense Mobilization, and Rep. William G. Bray (R-Ind.), who matched bureaucratic gobbledygook and legislative indignation.

• Comr. Fred Ford orbited the most exciting single disclosure of the week when he announced the Pentagon had agreed to discuss revamping of the tv band with the FCC.

• At the final convention luncheon Lt. Gen. Arthur G. Trudeau, Army research-development chief, broke the Pentagon's long electronic silence by explaining why defense activities use up a lot of spectrum space. Gen. Trudeau said the missile era is based on vast assortments of intricate electronic gear. He assured broadcasters military people are doing their best to avoid interference with commercial television and to confine electronic operations within minimum frequency allocations. They have, he added, no desire to snatch commercial allocations.

• The technical side of the convention was emphasized by ingenious progress in broadcast equipment, especially video and radio tape. Over $12 million worth of equipment was on display and it was ogled by large crowds.

Some Unhappy • Unluckily for film and service firms serving the industry, the traffic in some of the widely scattered hospitality suites was light. This year's convention broke up the usual carnival floor operated by service industries and tucked them into distant corners of the Conrad Hilton where they politely greeted delegates. A number muttered impolite comments about the way they were shunted away from the dignity of formal convention proceedings and some swore they would never come back unless NAB lets them bid in a showmanly way for broadcaster interest.

On the other hand, research firms, station brokers and representatives were generally pleased at the new setup.

Some firms partially evaded NAB's restrictions by setting up shop across the street at the Sheraton Blackstone

Family tradition • Brig. Gen. David Sarnoff, chairman of the board of RCA, won the first NAB keynote award in 1953. Last week he watched his son, Robert W. Sarnoff, now chairman of the board of RCA's subsidiary, NBC (a position Gen. Sarnoff used to hold), receive the keynote award. In picture at left Gen. Sarnoff (with cigar) from seat on platform hears his son make keynote address. In picture at right young Sarnoff (1) is given keynoter plaque by Harold E. Fellows, president and chairman of NAB. Award was for "forceful defense of the free American system of entertaining, informing and selling through radio and television."

or at other hotels. Harry S. Goodman Productions ran an old-fashioned convention suite, auditions and all, at this adjacent hotel by the simple strategy of staying out of the Conrad Hilton. Attendance was fine, Mr. Goodman said.

A top-ranking service firm moaned that its crew sat around for hours drinking their own whiskey in an expensive but remote suite. Their solitude was broken by an occasional wandering delegate in search of a drink or a men's room or maybe, oh happy thought, some films or tapes.

Packed Meetings • Down where things were downright serious the meeting rooms were jammed. Few broadcasters could remember when so many delegates showed up early in the morning and stayed until it was time to go somewhere else.

A pleasant custom of the latter television era, the convention reception hosted by combined film purveyors, was missing this year. Some of the film men thought the reception had built goodwill, prestige and business in past years.

As it must at all conventions, the important routine was everywhere and inevitable. Copyright, program ethics, research, station representation and the perils of commercial competition filled the agendas of both Radio and Tv Assemblies.

Advance predictions that the convention would be near an all-time record despite the limiting of attendance to ownership-management delegates proved to be good guessing. The ownership-management restriction turned out to be a myth. Stations sent their usual quotas of delegates.

Near Record • Final attendance was exactly 2,400 delegates—1,897 management-ownership and 503 engineering. Last year at Los Angeles total registration was 1,932. In 1957 the Conrad Hilton convention drew the all-time record, 2,448, a bare 48 delegates above this year's figure. Another 1,500 or maybe 2,000 persons took part in exhibits or hovered around the convention hotel. Many others joined nonmember service firms at the Executive House and other hotels.

A new trade association was formed even before the convention had formally opened. Fm Assn. of Broadcasters was organized March 15 out of the Fm Development Assn. Its backers are hot after new business and hope they can get the fm medium off the ground after more than a decade of rough going.

The public relations project was a tongue-tickler at hundreds of elbow-bending sessions and formal gatherings. NAB's Tv Board started the project moving Wednesday evening after tv delegates issued a directive to do something about the way everyone is shooting at video.

A banquet ended the convention Wednesday night.

TV TO TELL THE TRUTH ABOUT TV

NAB committee formed to prepare public relations campaign

Television isn't going to take the knocks any more without fighting back.

A public relations campaign, described as "a major new industry effort," will get underway as fast as the details can be worked out.

It is designed to:

• Develop scientific findings on what the public thinks of television, and

• Tell television's story to the public —accurately and positively.

This job will cost up to a million dollars a year, judging by informal views of some of those who will be in charge. It arose from years of suffering at the hands of biased and unbiased critics who have been using the medium as a headline grabber, easy target and conversational device.

C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp., was elected chairman of a temporary committee of nine appointed last week at the NAB Chicago convention, where the project originated.

The committee is to meet March 27 in New York. By April 30 it must report to the NAB Television Board, which authorized the project at a March 18 meeting. Other members are Robert D. Swezey, WDSU-TV New Orleans; Ward Quaal, WGN-TV Chicago; Jack Harris, KPRC-TV Houston; Roger W. Clipp, WFIL-TV Philadelphia; Don McGannon, Westinghouse Broadcasting Co.; Kenneth Bilby, NBC-TV; Richard Salant, CBS-TV; Michael Foster, ABC-TV.

How It Started • A dramatic buildup preceded the launching of the public relations project. Robert W. Sarnoff, NBC board chairman, made the subject the theme of his March 16 keynote address to the convention. Frank Stanton, CBS president, had discussed the same idea March 15 at an affiliates meeting. Both networks had been doing preliminary but separate work on the idea at the same time. ABC-TV affiliates, too, had discussed the problem over the pre-convention weekend.

Mr. Sarnoff called for removal of the "semantic confusion" that automatically labels a discussion program worthwhile and a thriller worthless.

The broadcasting industry must explain itself to lawmakers, he insisted, voicing the hope that by next year there will begin to emerge an accurate concept of broadcasting's role in our society (see resume of Mr. Sarnoff's keynote speech page 54).

Campaign planning should begin right away, in Mr. Sarnoff's opinion, noting the hazard of legislative action and programming intervention by the government. His ideas for the most part were included in the final NAB proposal.

Time for Action • Dr. Stanton told CBS affiliates March 15 that the time to talk has passed. It's now time to act, he said, adding that CBS is ready. Richard S. Salant, CBS Inc. vice president, told the NAB tv assembly March 17 that CBS is conducting a $100,000 survey on what people think about television. He said results of the study would be made available to any public relations project set up by the association.

The CBS study, Mr. Salant added, would be similar to the 1946 survey, "The People Look at Radio," conducted by the National Opinion Research Center at the U. of Denver. Under NAB auspices, the research center asked the public for its opinion of American broadcasting. Its finding: "The public likes most American radio and, more important, trusts it; indeed places more faith in it than in newspapers or motion pictures."

The campaign emerged from the talking stage at the convention's March 17 tv assembly. At that time the membership adopted the following resolution:

"Be it resolved, that the Television Board authorize the president of NAB to appoint immediately a committee of broadcasters representing all major elements of the industry to develop specific plans for the design, financing and implementation of an industrywide television information campaign on a national basis.

"This campaign is to be conducted in liaison with the NAB, but is to be undertaken as a major new effort and separately staffed, operated and financed. The committee is to submit its initial proposals on the design, financing and implementation of the campaign to the Television Board of NAB by April 30."

At the moment there are few specific

DENVER POST

Journal American

The Houston Press

The San Diego Union

The Columbus Citizen

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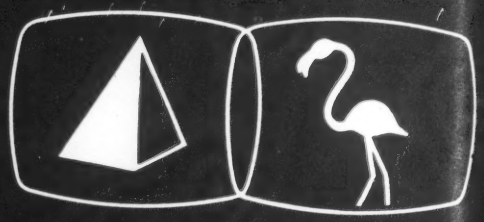

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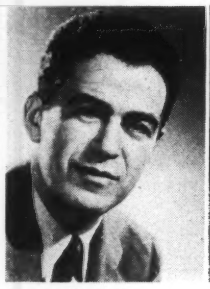

Mr. Foster

Mr. Harris

Mr. Quaal

Mr. Salant

ideas for the project, beyond the basic research and tell-the-public motives.

The Money Problem • A tough question which the committee hopes to meet head-on will be financing of the project. Scientific national research is expensive, some of the members said, and so is an effort to let the public know the truth about television.

Much criticism against radio more than a decade ago simmered down after the National Opinion Research Center was retained to find out exactly what the public thought of the aural medium.

The plan adds a fourth industry organization, apparently starting to take the early course of Radio Advertising Bureau, which grew out of an NAB department, and Television Bureau of Advertising, which developed originally under the NAB umbrella but soon became a completely separate unit similar to RAB. The Television Code Review Board is essentially a part of the NAB structure.

The eligibility of non-members will be one of the problems facing the committee. NAB's Tv Code is open to both members and non-members. Because of the size of the undertaking, there is some feeling that non-members have just as much at stake as members and besides their financial support will be welcome.

Past Efforts • Two special NAB committees have delved into the bad publicity that television has been getting since its infant days. One took up each major attack on the medium, such as highly critical magazine articles and columns in major newspapers. The other proposed to expand NAB's public relations operation into a major function but major money for the proposal was never provided by the board.

The association has been conducting public relations activities on an accelerated basis for three years but never on the basis now proposed. At the start of the year the association snapped back at a critical article in *Fortune* magazine by answering it point-by-point and indicating what were described as inaccuracies, innuendoes and the context treatment. NAB President Harold E. Fellows authored this reply (BROADCASTING, Dec. 29, 1958). Other NAB activities include film strips and an array of other promotional devices, plus speech material and similar projects.

Tv broadcasters back of the new plan felt that NAB hadn't done a positive job to show the best side of television. They said the criticism of persistent complainers, the statements of politicians and legislators, the biting comments of columnists and other unfavorable pot-shotting were bound to leave an influence on the public if continued year after year.

They took the position that the constructive role of tv's purely entertainment programs such as whodunits and westerns in a tense world should be made clear. They believe the public should understand that not every program should be an art form, high-brass panel or something appealing to lovers of opera or serious-music.

Martin's Future • The action of the Tv Board raises problems about the future of the NAB public relations department headed by Don Martin. At this point, it was suggested, the present headquarters staff will be needed to handle the publications, servicing, special campaigns and other promotional activities. The special tv drive is to be outside this department, judging by early thinking.

While the nine-man committee will have to work swiftly to meet its April 30 deadline, there's nothing panicky about the timing.

"There's no crisis," one of the main backers told BROADCASTING. "The problem is serious but we're not putting out a fire."

National research moves slowly and much of the public relations work will be based on the findings, it is believed. While, this research is getting under way, the routine of setting up facilities, raising money and putting the project into motion will be a big undertaking.

Sarnoff asks tv trade to pull out PR stops

A massive public relations campaign supported by all elements of the television business was called for last week by Robert W. Sarnoff, NBC chairman of the board.

Mr. Sarnoff made the keynote address at the NAB's annual convention.

He urged that the campaign planning begin at once. The project should receive financial support from "all those with a stake in the medium," including networks, stations, talent agencies, program producers and syndicators, and other suppliers and services.

The project should be organized as a "distinct new effort" to be specially financed and staffed, Mr. Sarnoff said. He thought it might be begun under the auspices of the NAB, but it would have to have broader support than that now available to the NAB.

First a Survey • As the first big phase of the campaign, Mr. Sarnoff suggested a major survey of public attitudes toward television.

"Such a survey of radio in the 40s

"Nothing endures but personal qualities."

These words from the pen of Walt Whitman account for the great music which has endured the years. Each composition reflects the personal qualities of its composer. This same reflection could easily be applied to quality radio and television stations of today . . . the dedicated efforts of those behind the scenes to constantly build and maintain a quality image.

WFAA
radio & television
dallas

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gave it more than 80% endorsement, more even than churches which occupied the second highest rung of public favor," said Mr. Sarnoff. "I am confident that television would get equally high marks."

The need for an all-television public relations campaign arises from growing criticism of the medium. The criticism has become so widespread and persistent, he said, that a "climate is being created for more government regulation of broadcasting."

"Proposals for legislative measures," Mr. Sarnoff said, "are prefaced with sweeping references to inferior quality of programming. Congressional hearings are on tap to consider what can be done about programs which bear the stigma of popular appeal.

"The danger of government intervention in the programming process is very real. Yet it is only one offshoot of a broader danger—the creation of an unflattering image of broadcasting which could undermine its public acceptance. This image is being painted with many brushes in many places: in social gatherings; in speeches and articles; in print attacks, such as *Fortune's* recent exercise in gamesmanship; in the egging on of dissidents within our own house; in the continued repetition of slogans intended to make television viewing a symbol of inferior status.

"It is this last approach which I consider the most direct threat to our service. If the average viewer is constantly told, without contradiction, that he is guilty of a shameful act in watching his favorite programs, then he might begin to approach his set the way the small boy approaches the cookie jar.

"As a medium which draws its strength and prestige from its universality of appeal, broadcasting could find itself artificially downgraded in the eyes of its two main supporters—its audience and advertisers."

Local Angle • The campaign to counter anti-television propaganda must start with the individual broadcaster, Mr. Sarnoff said. In his own community the broadcaster is in direct touch with centers of local influence and with his own representatives in state and federal legislatures.

But, said Mr. Sarnoff, "the thrust against us is so widespread and pervasive that broader action is also needed. It calls for the inauguration of a massive communications effort—an effort which can be successful only if all elements of our industry band together for centralized and coordinated action."

He asked NAB delegates to consider three elements of a public relations plan:

1. The commissioning of the survey of public attitudes toward television.

2. The use of "our own facilities to create wider understanding of our medium and how it functions in everyone's interest."

3. The establishment of a special organization to plan and guide the campaign.

"Meeting the challenge decisively on a national basis will require greater financial support than the industry now provides in the information area," Mr. Sarnoff said. "But this should give us no cause to flinch. In 10 years television broadcasting has become a business of $1.3 billion annually. In another 10 years, it should more than double that figure—provided it acts now to assert its stature and assure the proper climate for growth."

VHF TV BAND WAGON IN SIGHT?

Dept. of Defense agrees to explore frequency exchange which could provide more v channels; military privately admits exchange feasible

The possibility of expanding the vhf television band became more than a hope last week.

It was announced at the NAB convention that the Dept. of Defense had agreed to explore an exchange of frequencies which might provide many new vhf channels for television assignment.

What was not announced was this: The military, which now holds large blocks of vhf space, has privately indicated a belief that an exchange is feasible.

The agreement to negotiate was reached March 13 at a meeting of FCC Chairman John C. Doerfer, FCC Comr. Frederick W. Ford, who is the commission's liaison officer with the Dept. of Defense, and Paul Goldsborough, director of telecommunications policy for the Dept. of Defense.

The military's willingness to attempt an accommodation marked an abrupt change from its historic policy of inflexible secrecy on spectrum assignments. Until March 13 the FCC had been repeatedly rebuffed in efforts to talk with the military about the subject.

It was speculated that the military's turn-about was a result of Congressional and broadcasters' pressure for discussion of frequency use. A further indication of an easing of military policy came in the assurance to the NAB last week by the chief of Army research and development that the Army has no designs on tv channels (see page 58).

Defense 'Ready To Talk' • The most optimistic report yet submitted on military willingness to "negotiate" with FCC for new spectrum space for television was given to the NAB convention last week by FCC Comr. Ford.

Comr. Ford: frequency trader

Comr. Ford, the FCC's liaison officer with the Defense Dept., said he was advised Friday (Oct. 13) that Defense was ready to talk frequency trading.

He called it "encouraging" but not necessarily proof of "immediate solution" of television's spectrum problems. He did say, however, that within a few months it should be possible to say whether the negotiations were making progress.

Comr. Ford thought the "ideal" objective for television would be 38 channels immediately above ch. 13. Counting the present 12, this would make 50 tv channels.

Trade Talk • Mr. Ford acknowledged that a lesser number—say 35 in all—would be worth considering. But he felt that a really limited number would be another matter. What FCC has to trade for new tv space presumably is the upper reaches of the current uhf band.

Ch. 14 starts at 470 mc under the current allocations and ranges up to 890 kc, upper limit of ch. 83.

Mr. Ford also proposed that Congress enact a law requiring that all television sets traded in interstate commerce be capable of receiving all

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American steelworkers earn about $24.00 a day... four times as much as steelworkers of Western Europe, over four times as much as Vladimir, and seven times as much as Japanese steelworkers.

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So this: Many foreign countries have zoomed their output of steel – they're selling it all over the world—and in increasing amounts even in the U.S.A. For instance, more barbed wire is being imported here from abroad than American mills are producing.

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television channels, regardless of what these may be when the negotiations with the Defense Dept. are completed. He said he had been told by manufacturers that adding all-channel reception would increase the cost of receivers by $35 or $40.

Panel Session • Mr. Ford spoke at the NAB convention's FCC panel discussion. He amplified his remarks later, in answer to questions.

On the allocations question, Comr. Lee said during the panel session he felt that "long-range" decisions are necessary. He said transition to uhf over a five-to-seven-year period would be the correct solution—but he pointed out that he didn't expect endorsement of this plan by current vhf operators.

Lt. Gen. Arthur G. Trudeau, Army research - development chief, told the NAB convention March 18 that complete information of military communications operations will be given the FCC. He added, "If it will allay your fears, we do not seek to expand military bands by this action."

Six ways of working out "a national compatible tv system" have been presented to the Pentagon by the FCC, Gen. Trudeau said.

The six solutions referred to by Gen. Trudeau in his NAB speech last week are the alternatives suggested by FCC Comr. Frederick W. Ford last December.

In a speech to the Houston, Tex., Radio & Tv Executives Assn. at that time, Comr. Ford set up six possible alternatives for the FCC in solving the tv allocations problem. They were:

(1) Do nothing, (2) change present vhf standards to permit more stations to be assigned to cities where competitive facilities are limited, (3) deintermixture, (4) add more channels in the vhf spectrum between the present low band tv (chs. 2-6) and high band tv (chs. 7-13), (5) add more vhf channels in the spectrum area above ch. 13, and (6) shift all tv to uhf.

Gen. Trudeau referred to these as having been presented to the Army, Air Force and Navy for comment on military impact.

In probably the first public review of the Army's electronic communications, Gen. Trudeau said every effort is made to avoid interference with civilian tv service, with some operations conducted at night. The maneuvers are engineered to be compatible with services in various frequency bands. These policies, he said, reflect "our recognition of broadcasting as an essential service of the public welfare."

Gen. Trudeau said the Army believes the national allocation problem must be resolved to clarify national frequency planning in the general 30-1000 mc region. He described tests designed to bring efficiency in frequency management of equipment.

Electronics Needs • Preparedness requires "means to move, shoot, communicate and defend ourselves regardless of enemy aircraft or missiles," Gen. Trudeau said. He anticipated a tenfold increase in Army electronics requirements by 1970.

Research in the field of frequency control devices and techniques will be helpful in conserving the spectrum, he said, adding that equipment will be small and light in weight. New power sources will include nuclear energy, solar energy and fuel batteries.

Looking into the future, he said fixed satellites 22,000 miles from the earth over given points will be tested when the Army sends up its 12-foot, high-visibility balloon to act as a reflector for electro-magnetic radiation experiments. These new systems include ionospheric and tropospheric scatter methods of transmission, with high-power output and narrow beam transmission.

Gen. Trudeau: no expansion

Spectrum Needs • Rapid advances in radio and electronic techniques for the space age will require "an enormous number of radio frequencies," Gen. Trudeau said, describing the radio frequency congestion as "one of the most serious problems facing the military." He continued, "We cannot wait until a national emergency occurs to develop and procure equipment, or to train the men who will have to operate it. . . . In fact, the radio spectrum can be considered one of our critical national resources.

"Some persons think that the military has its equipment in a few discreet frequency bands. This concept encourages many rumors that the military is encroaching into the area outside of the assigned frequency bands. I can clarify this misunderstanding by stating simply that the military has some type of equipment operating in practically every frequency band of the spectrum."

Gen. Trudeau said broadcasters "perform a very important job of leadership —leadership for the minds, the attitudes and the spirit of our nation. Your media has certainly done a splendid job in affording the Army much valuable station time and in presenting the new advancements of science and technology for the benefit of your audiences. Through these means of disseminating this challenging information about our rapidly changing world, I think much of the credit goes to you for stimulating the national response we have had in the last few years towards a more critical view of some of our educational, scientific and military progress.

"In addition, I think that your contributions to protect our freedom of speech are highly commendable. I heartily endorse your efforts in all of these areas and I am sure that the Army stands behind me on that. We will assist you in any way we can in the future and always regret our inability to do more."

At a news conference Wednesday, Gen. Trudeau said he did not believe defense needs require a reallocation of the spectrum. He said the military would not ask for more frequencies than it can use, reiterating that care is taken to avoid interference with commercial frequencies.

Gen. Trudeau presented plaques to NAB tv and radio members for their role in acquainting the public with the role of the military in national life.

Spectrum Battle • A Congressman and a high civil defense official fought the battle of the spectrum last week before an amazed broadcaster audience.

The winner: Rep. William G. Bray (R-Ill.).

The loser: John S. Patterson, deputy director, Office of Civil & Defense Mobilization.

Caught in the middle: The broadcasting industry.

Both combatants agreed there ought to be a thorough investigation of the radio spectrum to find if it's efficiently used; if the military is hogging more channels than it needs, and if parts of the facility now assigned to broadcasting are in danger.

Rep. Bray flexed his Congressional muscles under Mr. Patterson's nose when the subject got around to the hiding of a secret report on what should be done about investigating the spectrum.

Mr. Patterson was in a bad spot as

Rep. Bray: puts Defense on defensive

Patterson: not broadcasters' business

he stumbled away from direct answers to the Congressman. He tried to explain why the report of a temporary committee to the President was the most concealed document around Washington.

The platform battling became downright embarrassing to the broadcaster spectators when Rep. Bray charged that OCDM had given him the fastest runaround he could recall by concealing the report of the committee.

Persistently foiled by Mr. Patterson's bureaucratic dodging, Rep. Bray held up an article from BROADCASTING and read portions dealing with the still-secret contents. In a hopeless jam, Mr. Patterson said the matter is "under administrative review." He said if the President wants it kept secret, he was satisfied this was the thing to do.

The two went into the problem of setting up a committee to make a thorough study of the spectrum, as advised in the secret report. Mr. Patterson explained the President's request for legislation (SJRes 76) to set up a five-man, one-year commission to be named by the President.

Rep. Bray chided him for letting an important matter of this type become susceptible to the charge of White House or military domination, explaining the people through Congress should have a voice in naming the members.

Mr. Patterson suggested it would be hard to get experts to give away a year of their lives for $75 a day. He startled the audience by adding that he didn't see what business it was of this broadcaster meeting to discuss this subject.

The two disagreed again on the need for FCC's continuing investigation of the 25-890 mc band. Rep. Bray thought it should be held up while the whole spectrum study matter is being discussed. Mr. Patterson saw no reason to defer the FCC study. Asked for comment from the floor, Comr. Robert T. Bartley, of the FCC, said the 25-890 study is a paper hearing now but added that it has many purposes. One of these is to provide material for the international radio conference scheduled later this year.

Rep. Bray pointed out in his prepared talk that no major agency has ever reviewed or evaluated the needs or uses of the government frequency assignments. He noted the "vast amounts of equipment" acquired by the military, adding, "I am certain that if all the equipment were turned on at once there would be so much interference between various pieces of equipment that jamming by the enemy might be unnecessary."

He reminded that much equipment has been produced for use in emergency on parts of the spectrum assigned non-government users on the theory these users would cease operating in war. "No agency has made a comparative analysis to determine whether even in wartime some of the civilian uses might not be more important than the military uses which are planned," he said.

Rep. Bray argued the allocation of spectrum use is the business of Congress, stating an impartial investigation "would slay the ghost of any suspicion or concern over hoarding or unnecessary demands for frequency space by the military." At least some of the members of a spectrum study group should be named by Congress, he said, so the project isn't subject to charges of being slanted toward the military or White House.

Mr. Patterson reassured broadcasters there is no desire to appropriate non-government frequency space for government or military use. He said the White House-OCDM plan for a spectrum study is designed to learn if national management of the spectrum can be improved.

Asked during the question-answer exchange if the lower half of the vhf television band is coveted by the government or military, Mr. Patterson said, "I have never heard any military demand for these channels. I would know if requests were made."

He called broadcasting one of the nation's best assets in time of armed attack. "The key to recovery and personal survival is communications," he said.

ENGINEERING WON'T CURE UHF

Political, economic, social factors act to decide fate of uhf tv, says TASO head

The success or failure of uhf television will depend on many factors other than the technical, Dr. George Town, executive director of the Television Allocations Study Organization, said last week.

Dr. Town's observation, implying that political, economic and social factors will determine the future of uhf tv, was made to reporters after he and his associates had presented a summary of TASO results to the NAB engineering conference.

The findings of the two-and-a-half year technical study on uhf-vhf television (BROADCASTING, March 16) were officially turned over to FCC Chairman John C. Doerfer at the opening engineering session of the trade association.

A separate statement, urging the transfer of all tv to uhf was submitted with the TASO report by the uhf Committee for Competitive Tv.

Additional statements may be submitted by other groups making up the sponsoring organizations, it is understood.

In general TASO found that uhf was inferior to vhf television in almost all respects. Uhf showed comparable characteristics with vhf in areas where the terrain was level, and surpassed vhf in its resistance to man-made and natural interference.

Worth Saving • Dr. Town emphasized that the TASO report shows that uhf has a potential for good service "under proper conditions." These are limited coverage and level terrain, he pointed out. "There are enough good areas to make uhf worth continuing," he stated.

Broadcast engineers, however, mostly

Heavy manuscript • Smiles wreath the faces of participants in highlight engineering ceremony when Dr. George R. Town, executive director, Television Allocations Study Organization (r), hands completed TASO report to FCC Chairman John C. Doerfer (l). In center rear is Raymond F. Guy, NBC senior staff engineer, who was chairman of the TASO session at NAB engineering conference (and who played a leading role in the original 1950 hearings on uhf for television, see box below).

shook their heads as the disappointing results were unfolded. Some of their remarks in response to reporters' questions were brutally frank:

• "Uhf is no damned good."

• "Will a broadcaster be satisfied with a 30-mile service when his vhf competition gets a good 60 miles or more?"

• "There's nothing wrong with uhf —except vhf."

Dr. Town called for the continuance of two TASO projects, still incomplete. These are a full-scale analysis of the voluminous technical data accumulated by TASO and a study on directional antennas.

Other highlights of the TASO panel:

• Uhf receivers suffer from internal noise, but this is not inherent. Research and development probably can overcome this equipment fault.

• Engineers were less critical of picture quality than householders. On the average, engineers rated a picture as better by 20% than the layman.

• Despite power compensations for high band vhf transmitters over low band vhf stations (316 kw to 100 kw maximum power with tower heights of 1,000 ft. above average terrain), there is still a "significant" difference in field strength measurements. Signal strength of low band vhf stations is higher for longer distances than high band vhf outlets.

• There were more cases of receiver misalignment, both vhf and uhf, than of bad antenna installations. Surprisingly, more receivers suffered from this disability the closer they were situated to the transmitting antenna.

• A new concept of figuring theoretical coverage, worked out by U. of Texas engineers, results in closer mating with actual on-the-air measurements. The new estimated coverage map looks more like a topographic map than the usual estimated coverage map with circles.

• Directional antennas seem to hold out promise for use in future tv allocations.

• Visual power should be increased from the present two to one to four to one.

Besides Dr. Town, the following TASO members participated in the panel:

Dr. William L. Hughes, Iowa State College; Dr. Charles E. Dean, Hazeltine Corp.; Harold G. Towlson, manager of engineering, Broadcast Transmitter Section, General Electric Co., and Lucien E. Rawls, L.H. Carr & Assoc., Washington consulting engineering firm.

Raymond F. Guy, NBC senior staff engineer, was chairman of the session.

MAKE TV ALL UHF
Says u group's dissent to TASO report to FCC

Delete the vhf band and make television all uhf. This is the position of the organization representing uhf broadcasters in a separate report filed with the TASO report submitted last week to the FCC.

The Committee for Competitive Tv, one of the five groups sponsoring TASO, emphasized that the tv allocations problem is primarily political, social and economic, rather than technical.

The technical information gathered by TASO, CCT said, was known before this investigation. The report merely shows, CCT stated, "that if the final allocations plan anticipates [using] vhf there will be a relatively few stations in the country—each of which will serve multiple markets."

U-V Differences • The CCT report emphasized that the significant differences between high band vhf and low band uhf are not very great—about 5 db. Coverage of uhf stations, while not as great as vhf, is still good, the report stated. In the low uhf band a 40-mile coverage is the equivalent of 5,000 sq. mi., it pointed out, while a city like Los Angeles occupies only 454.8 sq. mi.

The problem of uhf receivers, CCT said, is bound to be overcome with "in-

Faint echo

"It will be most unfortunate if television must go into the uhf band." Those words were spoken more than eight years ago of Raymond F. Guy, then NBC allocations director, when he presented the RCA findings on its experimental uhf Bridgeport, Conn., operation to the FCC.

This was the only comment NBC or RCA would make at that time. Spokesmen told the FCC that they preferred to let the voluminous technical data speak for itself.

The comment was made at the FCC's hearing in October 1950 on the question of opening up the uhf band for commercial tv.

The next month RCA submitted revised data on the Bridgeport experiment. It was no secret that RCA was under heavy FCC pressure to revise its original findings. Other witnesses, representing other broadcast and manufacturing interests, had lauded uhf's potential for telecasting.

From then on, there was no question that uhf would be opened for commercial tv. This happened in April 1952, on the issuance of the Sixth Report & Order, ending a four-year-long tv freeze.

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*What's your WOODquotient?

WOOD-AM devotes more time to news than any other station in Grand Rapids. How many minutes per day? 248 263 197

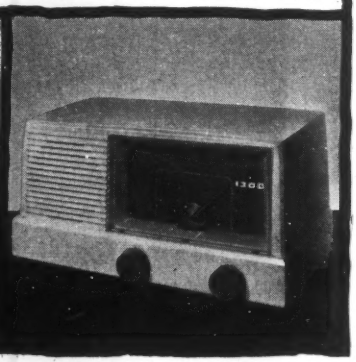
(Depends which day: average is 248)

5-county Pulse surveys show WOOD-AM with the greatest share of audience for how many consecutive years? 10 6 3

(Pulse only has surveyed for 6, but WOOD has been first for 35)

WOOD-AM personalities have double impact because they are: listened to by martini drinkers—stereophonic—appearing both on radio and WOOD-TV.

(All three, but mostly the latter)



Which Grand Rapids station has the only easily-remembered frequency?

(Ahh, you know! WOOD is the only "teen 100" station — everybody knows "radio 13" is WOOD)

How to rate your WOODquotient:
0 right — Where were you last night?
1-2 right — Let the Katz man fill you in.
3 right — T.B.E. — (Time Buyer Extraordinaire)
4 right — Just renewed your schedule, eh!

WOOD-AM is first—morning, noon, night, Monday through Sunday
April '58 Pulse Grand Rapids—5 county area.

WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV — NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.

evitable refinements in technology." In this regard, CCT observed, the TASO report is already outdated since "reports of the excellent performance of parametric amplifiers at uhf have been released."

Stressing TASO's acknowledgment that uhf is superior to vhf in freedom from various types of man-made and natural interference, CCT said that further investigations seeking to permit more vhf stations (either through the use of directional antennas or the extension of the present vhf band) is a "narcissus-like approach."

"The information submitted by this TASO report," CCT concluded "contains the basis for an allocations plan whereby a competitive television system could be established in the uhf band." This could be done, CCT stated, by assigning the top 23 uhf channels for translator purposes to permit the delivery of city-grade signals to communities unable to support a regular station.

Labor panel surveys strategy of strikes

When and how to take a strike were explored by leaders in the labor-management field at a jam-packed labor clinic at the NAB convention last week.

The session on Monday attracted an overflow audience of close to 500, including 150 who listened by closed circuit in another room while some 350 of their colleagues sat in on the question-and-answer session.

C. Maynard Smith, Atlanta attorney; William C. Fitts, CBS vice president for labor relations, and Ward Quaal of WGN Chicago, chairman of the NAB labor relations advisory committee, were panelists at the meeting. Charles H. Tower, manager of the broadcast personnel and economics department of NAB, was moderator of the meeting.

When to take a strike was one of the chief questions. The panelists felt that when union demands are unreasonable, when they include "featherbedding" proposals, when they would have poor economic results for the company and when they would discourage automation they should be met firmly.

The Congressional picture was described as confused. Little hope was held out for legislation that would materially help management. It was pointed out that the U.S. Chamber of Commerce had estimated that 185 House members and 55 Senators owed their election to union support—and that therefore they could not be expected to back management's position in current labor bills.

Station officials were asked to support changes in the law that would ban secondary boycotts.

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)

Radio is More Important than ever...but so is the Growing Difference between Stations!

Radio's basic strength is its ability to talk to huge masses of people frequently, persuasively and economically. Radio's unique advantage is its ability to reach your customers when they are available to no other medium. But there are all kinds of stations. The real power of "the companion medium" is yours only when you are selective in choosing between ordinary and great radio stations. The difference is big and growing all the time. In most major markets one station stands out unmistakably as the *great* station. It's the one investing substantially in top facilities and outstanding personnel. Its expert programming covers the entire range of listener interest . . . with features thoughtfully produced, professionally presented. Its responsible management permits no carnival gimmicks, shoddy giveaways, advertising in bad taste or in indigestible overdoses. *Great* stations amass huge audiences. *Great* stations earn the confidence of the community for themselves and for their advertisers. This is the combination that produces results. The stations listed here are the *great* stations in 18 important markets. So efficient is their coverage, you need add only 30 selected stations, out of the more than 3,000 stations now broadcasting, to achieve effective nationwide reach. This technique of concentrating on 48 top stations is called "The Nation's Voice." A call to any Christal office will bring complete information, documented with data developed by Alfred Politz Research, showing how the strategy of concentration on leadership stations can quickly put radio's vitality to work solving your sales problem.

FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore
WAPI Birmingham
WBEN Buffalo
WGAR Cleveland
KOA Denver
WJR Detroit
WTIC Hartford
WDAF Kansas City
KTHS Little Rock
KFI Los Angeles
WHAS Louisville
WCKR Miami
WTMJ Milwaukee
WHAM Rochester
WGY Schenectady
KWKH Shreveport
WSYR Syracuse
WTAG Worcester

PUBLIC SERVICE · MARKET · MANAGEMENT · FACILITIES · PROGRAMMING

HENRY I. CHRISTAL CO., INC.

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TV CODE 'TEETH'

New code board set to 'bite' violators

NAB's Tv Code Review Board is operating under a get-tougher attitude that is headed toward punishment of stations that consistently violate its rules.

The board was re-formed last week at the NAB Chicago convention when three new members took office under the chairmanship of Donald McGannon, Westinghouse Broadcasting Co.

For some time the board has been disturbed by multiple spotting, up-cutting of network programs and violations of the rule on intimate personal products. An extensive monitoring campaign has shown that some stations frequently ignore the code provisions against these practices. The personal products problem has centered around a hemorrhoid treatment.

After two meetings last week, the new code board indicated it may cite several stations to the NAB Television Board by recommending loss of the code seal. Stations violating the rules are given warnings and in some cases have voluntarily withdrawn from the code when repeated violations have been brought to their attention.

Roger W. Clipp, Triangle Stations, ended his chairmanship of the code board March 16 in an address to NAB's Tv Assembly. He said 307 stations and all three tv networks are subscribers plus a score of tv film firms represented by the Alliance of Television Producers. The ATP film companies and some nonmember firms are affiliate subscribers.

97% Comply • Mr. Clipp said monitoring logs cover 40,123 hours viewing time. They showed that 3% of all tv programs exceeded the commercial time limits of the code by 20 seconds or more, with 97% complying fully. The logs showed a few spots apparently violating the liquor advertising ban, the offending stations stopping the practice voluntarily. Cases where beer commercials were adjacent to children's programs were corrected.

Tv program content will be denounced "more violently in proportion to revenue lost by magazines and newspapers," Mr. Clipp predicted.

New code board members, besides Chairman McGannon, are Mrs. A. Scott Bullitt, KING-TV Seattle; Joseph Herold, KBTV (TV) Denver, and Gaines Kelley, WFMY-TV Greensboro, N.C. Joseph Hartenbower, KCMO-TV Kansas City, continues in service. Retiring besides Chairman Clipp are Mrs. Hugh McClung, KHSL-TV Chico, Calif., and Richard A. Borel, WBNS-TV Columbus, Ohio.

Out and in • Roger W. Clipp (l), Triangle Stations, retired as chairman of the NAB Tv Code Review Board last week and welcomed his successor, Donald McGannon, Westinghouse Broadcasting Co. The occasion was a meeting of the new board March 15 at the NAB convention in Chicago.

FORM NEW FM TRADE GROUP

Chicago-born: Fm Assn. of Broadcasters

A new trade association, Fm Assn. of Broadcasters, emerged from convention week in Chicago.

Pre-convention meetings of Fm Development Assn., predecessor to FMAB, produced two days of provocative programming with emphasis on stereo and its broadcasting potential.

A brief but fast-moving fm discussion at the opening of NAB programming Monday (March 16) was the best-attended meeting within the memory of fm broadcasters, having an audience of more than 500. They talked in generally optimistic terms about fm's future while recognizing the practical problems of the medium's growth.

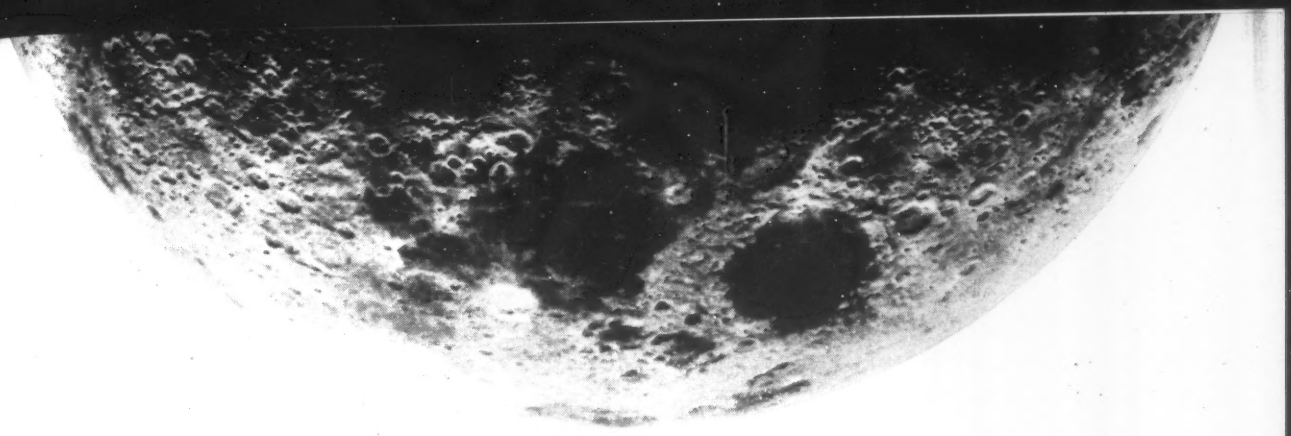
FMAB is headed by Larry Gordon, WBNY-FM Buffalo, N. Y. Mr. Gordon was active in the old FMDA, of which Jack Kiefer, KMLA (FM) Los Angeles, was retiring president. Officers of FMAB besides President Gordon are Fred Rabell, KITT (FM) San Diego, vice president; Frank Knorr Jr., WPKM (FM) Tampa, Fla., secretary, and Harold I. Tanner, WLDM (FM) Detroit, treasurer.

The association quickly set up organization plans. A permanent office will be maintained at 1 Park Ave., New York, with plans for a fulltime executive director. A mailing campaign for members was started at once. About 100 fm stations voiced interest in joining the association. A flexible dues structure will be set up, with a sliding dues scale. The immediate goal is 200 members. Each station is to contribute three spot announcements daily to an overall sales campaign to be sold to an account for the benefit of the participants. Funds will go to set up association facilities. About 50 stations had been signed to the plan by mid-week.

Plain Talk About Stereo • A real stereo slugfest developed at the March 14 FMDA meeting when a half-dozen developers of assorted stereo systems threw parliamentary procedure out the window and plain-talked their way through technical and commercial aspects of their methods of producing realistic stereophonic sound.

A. Prose Walker, NAB engineering manager who is active in the current industry study of stereo through National Stereophonic Radio Committee, warned of the danger in promoting and selling fm stereo equipment to the public before FCC adopts standards—equipment that might soon become obsolete. NSRC will investigate more than a score of stereo systems, a technical routine that will probably take a year or more.

The technical discussion brought up such practical problems as multiplex band limitations and servicing problems. At least one stereo system will require servicemen with doctor's degrees, it was suggested. A warning was sounded



Broadcasting has never had so many opportunities to do so much

Given the eyes and ears of 175,000,000 people in every walk of life . . . the eagerness of minds through every pulsing second of each day...where are the limits to opportunity?

There are no limits.

Broadcasting has already made our children familiar with the images of Khrushchev, Von Braun, John XXIII, DeGaulle, Castro, Mikoyan, the dynamic meaning of the United Nations, London, Paris, Washington, Moscow, the mechanics of the atom, the music of Pat Boone and Bernstein.

For ninety minutes, 1,253,000 people sat spell-bound in one community—San Francisco—watching a heart operation on an eleven year old boy. Through broadcasting millions know the look and sound of Hamlet and Billy Graham. An educational program goes on at dawn – and stores sell out of books it discusses.

Now cancer, heart disease, mental illness . . frontiers from neutrons to galaxies...the ever-changing cross-currents of human relations here and abroad challenge us to serve our fellow men – with program material more gripping than we could ever invent.

In our cameras and microphones we have the living documentation of our times . . . the most direct and powerful means of illuminating, selling, entertaining, inspiring our youths, our homes, our communities.

That's why the Westinghouse Broadcasting Company believes that television and radio alone among communication media have such a magnificent potential to serve the American people.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO: *Boston WBZ+WBZA Pittsburgh KDKA Cleveland KYW Fort Wayne WOWO Chicago WIND Portland KEX*
TELEVISION: *Boston WBZ-TV Baltimore WJZ-TV Pittsburgh KDKA-TV Cleveland KYW-TV San Francisco KPIX*

FMAB is formed • A new trade association was set up during convention week at Chicago, growing out of Fm Development Assn. Its name is Fm Assn. of Broadcasters. President of FMAB is Larry Gordon, WBNY-FM Buffalo, who was elected president at the March 15 organization meeting. Officers and directors are (seated, l to r), Frieda Hennock, attorney, director; President Gordon; Fred Rabell, KITT (FM) San Diego, vice president; Frank Knorr Jr., WPKM (FM) Tampa, Fla., secretary; Harold I. Tanner, WLDM (FM) Oak Park, Mich.; treasurer; (standing, l to r), H. Stilwell Brown, Northeast Radio Corp., director; T. Mitchell Hastings Jr., Concert Network, director; William Tomberlin, KMLA (FM) Los Angeles, director. William B. Caskey, WPEN-FM Philadelphia, director, was absent when photo was taken.

that inferior stereo broadcasts might give the medium a bad name because of the quality attained quickly in re-recorded and specially recorded stereo phonograph records.

The FMDA "F-Emmy" award was presented to Mr. Kiefer. It was accepted in his absence by Mr. Tomberlin, who explained Mr. Kiefer was unable to attend because of illness.

In opening the Monday NAB discussion, John F. Meagher, NAB radio vice president, said 591 fm stations are on the air with another 134 about to join this group. This compares to 540 on the air and 64 cps a year ago. He said 740,145 fm sets of all kinds had been produced in 1958, according to Electronic Industries Assn., plus an estimated 250,000 imports.

Everett Dillard, WASH (FM) Washington, a panel member, advocated separate am-fm programming for joint operations. Mr. Rabell described stereo as confusing. "I don't know whether stereo is a freak or a broadcasting medium," he said. Michael R. Hanna, WHCU-FM Ithaca, N. Y., chided the FCC for enticing broadcasters into the fm band in 1946. "The FCC had the applications at the [1946 NAB] convention and offered to fill them in," he said. "A lot of us lost a lot of money."

All the new sideband services for fm stations may simply be "new ways to lose money," Mr. Hanna suggested. He urged FCC "to put actions where its mouth was in 1946."

Ben Strouse, panel moderator, contended fm is a class medium in major markets, differing from am. Merrill Lindsay, WSOY-FM Decatur, Ill., said there's no basic programming difference between fm and am broadcasting.

FCC Comr. Robert E. Lee said the Air Force has reaffirmed the need for the CONELRAD alert system (BROADCASTING, March 16), with the system of silencing broadcasting as a homing aid needed for the nation's defense at least another decade. He read a letter affirming this from James H. Douglas, secretary of the Air Force.

The fm panel members agreed there is need for station representation in the fm field. Mr. Strouse said the reps aren't interested because of the low rates of fm stations, with some stations adding they were raising their rates.

Permanent committee on radio music urged

Suggestion that radio establish a permanent copyright committee to minimize future music licensing problems was made last Monday (March 16) by Robert T. Mason, WMRN Marion, Ohio. Mr. Mason is chairman of the All-Industry Radio Music Licensing Committee set up at the 1958 NAB convention on a temporary basis for ASCAP negotiations.

Reporting to an NAB radio assembly in Chicago, he described the complicated spadework required of the committee since its formation, and said that a permanent setup would obviate such tasks in future negotiations.

It was "the sense" of Judge Sylvester J. Ryan of the U.S. Court for Southern District of New York, who presided over the March 4 sessions between industry negotiators and ASCAP (BROADCAST, March 16) that there should be a permanent committee, according to Mr. Mason.

He also reported that in these particular negotiations, a recommendation was being considered that would effect a 9% reduction in the existing license fee. The old contract expired Dec. 31, 1958. The new contract will be retroactive to last Jan. 1.

Mr. Mason reported that over 3,000 radio stations already have renewed licenses with BMI. March 11 was expiration date of those old contracts.

Increasing retail use on tv related by TvB

The increasing use of television by retailers was highlighted in a presentation made by the Television Bureau of Advertising at the NAB convention in Chicago last week before an audience of retailing, agency, advertiser and station executives.

TvB's film presentation, "Plus Over Normal," was introduced by George Huntington, TvB vice president and general manager, in the absence of Norman E. Cash, bureau president, who has been ill. Other TvB executives who spoke during the session were Howard Abrahams, vice president of retail sales; William MacRae, director of station relations, and Stanford Meigs, director of the Chicago office.

Mr. Huntington cited case histories of retailers who were skeptical about tv's effectiveness for "direct sales" and of "its high cost and lack of availability." In each instance, Mr. Huntington related, when the retailer tried tv, he changed his opinion of the medium.

TvB released its "Second Index of Department Stores Using Television" during the session. Mr. Huntington noted the index shows that 249 stores now are using tv, as compared with 162 establishments when the first index was issued. As an example of the growing confidence in tv by retailers, Mr. Huntington reported that Sears, Roebuck's investment in tv increased by 49% in 1958 over 1957.

"You won't hear much talk about tv's continued growth anymore," Mr. Huntington asserted. "Growth is important . . . until you're full grown . . . and then it's the strength that counts. . . . Today, its a question of *which* and *how much* television and how do you get *more* television. And how do you best *use* television."

A RATIONALE FOR REGULATION

Doerfer says it's necessary because of broadcasting's power to influence

Regulation of broadcasting is necessary not only because frequencies are limited but also because radio-tv's potency is virtually unlimited, FCC Chairman John C. Doerfer declared last week.

He made the assertion in a speech on "the Commission's role" in programming, delivered at the Tuesday luncheon session of the NAB convention.

Mr. Doerfer's speech traced the evolution of government regulation of broadcasting in an overall look at "the commission's role" in programming.

Regulation, he said, "stems from the potential power inherent in broadcasting, i.e., the power to influence the minds of men and the concomitant scarcity of the available frequencies." He told the convention that "the conjunction of potentially great persuasive powers and the insufficiency of desirable spectrum space has been the mainspring of all actions: legislative, administrative or court, which has qualified those freedoms generally enjoyed by the journalist, the artist and the minister."

Procedures Reviewed • He reviewed FCC's practices regarding consideration of program plans, performance, and complaints received about stations' programming. For specific law violations or failure to program in the public interest, he pointed out, the Commission may refuse to renew a station's license.

But, he continued, "is not the threat of a refusal to renew, expressed or implied, a form of censorship and an interference with free speech?" The answer, he said, "apparently is no. The power to select another competing applicant, even at the time of renewal, is not censorship."

Chairman Doerfer also had a word for critics of FCC's requirement that applicants file "statistics, percentages and classifications" regarding their programming. These, he said, "may be crude tools to properly appraise a licensee's performance." But they are intended, he asserted, "to be more of a method of test-checking a mass of difficult data and to alert the Commission as to the advisability for further investigation."

He said that "no license has been lost or even jeopardized that I know of by reason of a mere examination of a report or statement. There is ample due process in the form of issues and hearing, as you all know, long before definitive action is taken."

A Reminder • Another function of this data, he continued, is to remind the broadcaster that he may not delegate his program responsibilities and that he comes up for renewal every three years.

But, he acknowledged, "whether these are sufficient reasons to maintain the present practice or the proposed form in the face of comments to the contrary, I cannot say. My purpose was to relate a bit of the background and reasons for the Commission taking programs into consideration in its various licensing functions. It must be looked at more in the light of a selection process than any overt attempt to usurp an ungranted power."

Doerfer: the reasoned approach

FCC's insistence that stations be "fair" in handling controversial subjects is "essentially an extension of the same function," Mr. Doerfer said. He offered this evaluation of what it takes:

"Any station licensee who is aware of the needs of his community, or the area he serves, should know or develop a sense of understanding of that which ranges from the mildly controversial to that which is highly debatable or hotly discussed. He should have or develop a sense of perspective. He should be particularly zealous to provide a fair presentation of those matters in which he may have a personal financial interest, bias or prejudice.

". . . There is no all-inclusive for-

Nine ways to better broadcasting

Harold E. Fellows, president and chairman of the board of NAB, last week presented a nine-point "catechism" which he said broadcasters ought to live by.

If all broadcasters abided by his nine rules, Mr. Fellows said, a "great future" would be assured for television and radio. Here, in his text, are the rules:

The modern broadcaster should subscribe to:

1. A realistic understanding that the function of a broadcasting station is to serve the public—and that its economic progress will be in ratio to the scope and sensitivity of that service.

2. A firm and unwavering resolve to fulfill obligations to the advertisers—for their reciprocal support will assure a full and rewarding system of free broadcasting.

3. An acknowledgment of the equal rights of clients through an honest policy of equal treatment in charges for advertising and supplementary promotional services.

4. An adherence by action, not by lip service, to decent standards underpinning everything that goes on the air: information, entertainment, comment, and the sponsor's message.

5. A respect for, but not subservience to, the continuing inquiry of government at all levels of jurisdiction.

6. A militant attitude toward criticism—heeding it, whatever the source, when it is honestly inspired and fairly given; resisting or ignoring it if the motivation is selfish or the method unjust.

7. An enlightened attitude in employee relations which will encourage reward and advancement for those demonstrating talent, productivity, and loyalty.

8. A continuing effort to achieve better educational programs training young people for careers in broadcasting, and recognition by the industry of those institutions contributing to this endeavor.

9. Resolution to set aside incidental matters of competitive impulse in joining together on issues of major and critical concern to the survival of a free system.

mula; it is only in the crucible of experience over the years that the Commission can develop precedents which shall afford more definite guides. In the interim it is mostly a matter of common sense and an abiding faith in the principles of free speech shared by the judges and the judged. This, in the last analysis, is the best guarantee against arbitrary or punitive action."

Three Decisions • The chairman did not mention the Lar Daly decision by name in his formal address, but discussed it under questioning at a news conference. Actually, he noted, there were three decisions. In one case tv newscasts showed Chicago Mayor Richard J. Daley, then running for renomination, as he greeted a foreign dignitary, and in another the mayor and his wife were shown launching a charity drive. On these two, FCC voted 4 to 3 that campaigner Lar Daly was entitled to equal time, but in the third case—where Mayor Daley and another candidate were shown filing nomination papers—all seven commissioners ruled that Mr. Daly should have equal time.

Chairman Doerfer, in the minority on both divided decisions, explained that in both of these he felt the newscasts contained no political material within the sense of Section 315. On the third case, he said he felt showing two candidates filing political papers did have political connotations, but that under certain circumstances even this need not necessarily be true. For instance, he said, if the candidates were shown as part of a get-out-the-vote campaign his attitude might be different.

In his news conference he called for repeal of Section 315 (see page 32).

Mr. Doerfer addressed the Tuesday luncheon and general assembly. A.S. Cowan of the Australian Federation of Commercial Broadcasting Stations extended thanks for NAB's cooperation and assistance to his group. Another feature was the presentation by James W. Rachels Jr., Columbus (Ga.) high school student, of his prize-winning Voice of Democracy script. G. Richard Shafto, WIS-AM-TV Columbia, S.C., convention co-chairman, presided.

Tv board elections • Two new directors were elected to the NAB Tv Board of Directors at the NAB convention last week. They are Clair R. McCollough (second from left, above), Steinman Stations, and W. D. Rogers Jr. (third from left), KDUB-TV Lubbock, Tex. Both had served previously on the board.

C. Wrede Petersmeyer (r), Corinthian Stations, and Willard E. Walbridge (l), KTRK-TV Houston, were re-elected tv directors. Messrs. McCollough and Rogers succeed Henry B. Clay, KTHV (TV) Little Rock, Ark., and J. J. Bernard, KTVI (TV) St. Louis.

Continuing on the board until the 1960 convention are Joseph E. Baudino, Westinghouse Broadcasting Co.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Payson Hall, Meredith Publishing Co.; C. Howard Lane, KOIN-TV Portland, Ore.; Dwight W. Martin, WFAB-TV Baton Rouge, La.; James D. Russell, KKTV (TV) Colorado Springs, Colo.; G. Richard Shafto, WIS-TV Columbia, S.C.; Alfred Beckman, ABC-TV; William B. Lodge, CBS-TV, and David C. Adams, NBC-TV New York.

Mr. Hall

Mr. Shafto

At a reorganization meeting March 18, the new television board elected G. Richard Shafto, WIS-TV Columbia, S.C., chairman and Payson Hall, Meredith Stations, vice chairman.

Fellows' contract runs out in June '60

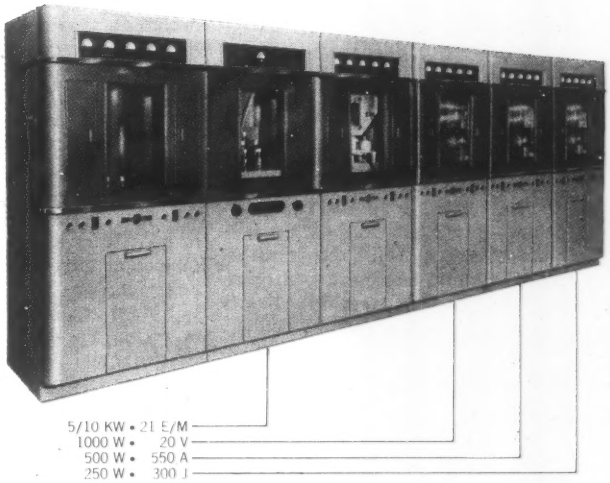
NAB President Harold E. Fellows will know before the 1960 convention (also in Chicago) whether it will be his last as head of the industry trade association. The decision rests between Mr. Fellows and an eight-man committee that is working on the problem of what to do when the current five-year presidential contract runs out in June 1960.

Last week the contract committee met during the NAB Chicago convention to lay out planning. Some of the members contacted delegates during the week. In general, they indicated, the membership feels Mr. Fellows has done a good job as association president. Their feeling, based on first contacts, was that he would be difficult to replace, judging by current indications, and that he is not ready for retirement at age 60 (as of this past weekend).

The contract group will meet again just before the June NAB board meeting in Washington. Members are Radio —J. Frank Jarman, WDNC Durham, N. C., co-chairman; Robert T. Mason, WMRN Marion, Ohio; Frederick A. Knorr, WKMH Dearborn, Mich., and Alex Keese, WFAA Dallas. Television —C. Howard Lane, KOIN-TV Portland, Ore., co-chairman; G. Richard Shafto, WIS-TV Columbia, S. C.; Payson Hall, Meredith stations, and Dwight W. Martin, WAFB-TV Baton Rouge, La.

Mr. Fellows enters the fifth and final year of his current contract next June when his pay advances $5,000 under an escalator clause to $75,000 a year plus $12,000 expenses. The pact provides that he will enter a consultancy arrangement in June 1960 unless the contract committee offers him a revised deal. Some of Mr. Fellows' friends have voiced the belief he would be willing to continue in an active presidential role. The committee has until next Dec. 31 to offer a new contract for his consideration.

TODAY'S ULTIMATE IN HIGH FIDELITY BROADCAST TRANSMISSION



Here is *true* high fidelity radio transmission.

It was developed by Collins Radio Company, pioneer of high fidelity broadcast equipment.

Collins transmitters cannot be described — they must be experienced. You can actually prove their superior performance by listening. Clear, sharp, low distortion signals . . . your proof that Collins gives today's ultimate in high fidelity broadcast transmission.

For complete information about the Collins 21E, 20V, 550A, and 300J high fidelity transmitters, call or write Collins Radio Co., Broadcast Sales Division, 315 Second Ave. S.E., Cedar Rapids, Iowa.

COLLINS

COLLINS RADIO COMPANY

CEDAR RAPIDS • DALLAS • BURBANK

BATTLE OF THE TAPE TITANS

Ampex, RCA roll out sales armaments to win tv recorder orders in Chicago

A battle of television tape recorders swirled in Chicago during the NAB convention. The crescendo of selling claims threatened to overwhelm broadcasters—to their delight. They are the ultimate benefactor.

Both RCA and Ampex unlimbered heavy sales promotion to woo the prospective multi-million dollar broadcast market.

Both companies stressed equipment for color tv tape recordings. They also showed interchangeability of tape recorded on a machine of one company and played on the machine of another company. And they both hit hard at the improvements they have incorporated in their respective machines.

The battle appeared to be a standoff when the convention ended Wednesday night.

RCA Sells 25 Units • RCA announced it had sold 25 units, with 25 other orders on a tentative basis. About one-third of these orders are for equipment including color.

Ampex reported it had taken 23 "firm" orders. None included color. It also estimated that by the end of this month there would be 328 vtr machines in operation at stations throughout the country. The 23 orders represent $1.3 million worth of business, Ampex said.

Neal McNaughten, Ampex professional products division manager, said production of the Ampex vtr machine had been increased from one model per day to two. This has necessitated an increase in production space, it was announced.

Both companies stoutly insisted that their machines could use tape recordings made on any other machine. Both successfully demonstrated this quality to viewers who crowded their exhibits in the downstairs Exhibit Hall at the Conrad Hilton Hotel.

The successful showing of interchangeability is considered the opening element in the era of program syndication on tape, it was stressed.

Maintenance Consideration • The interchangeability feature of the tape recording apparatus has raised a major consideration in the manufacture and maintenance of the machines. These are engineering standards.

This was the subject of a panel discussion Wednesday morning at the engineering conference.

The experts discussed standards proposed by the Society of Motion Picture & Television Engineers, covering maintenance, adjustment and operation. Also discussed were problems associated with tape program production, scheduling and syndication.

The prediction that broadcasters may eventually adopt tape as the preferred means of producing high quality and low-cost television entertainment was made by Ross H. Snyder, Ampex video products manager. He lauded the cooperation among engineers, manufacturers and broadcasters in achieving the standardization required to meet the interchangeability feature.

Bill Michaels, WJBK-TV Detroit managing director, cautioned that tape recording was not "the panacea for all our daily operating aches and pains." Agreeing that it was the industry's most dramatic and potentially useful piece of equipment, Mr. Michaels said it was never intended to be the answer to all problems of programming, manpower, engineering and operating expenses "tied up into a neat little package."

Mr. Michaels also stressed that there was an erroneous belief that tape recording cut expenses. Expenses do go up, he said, but so does income, and "it's the type of expense we enjoy adding, if there is such a thing."

The Operating Factor • Expenses in running a tape recorder run about $550 per week (at 20 hours weekly operating schedule), Virgil Duncan, WRAL-TV Raleigh, N.C., chief engineer, told the audience. Mr. Duncan also emphasized the need for keeping the tape and the machine in the cleanest possible shape.

Other panelists were Edward Benham, KTTV (TV) Los Angeles; Robert M. Morris, ABC, and J. L. Berryhill, KRON-TV San Francisco. Raymond Bowley, Westinghouse audio-engineering director, was the coordinator.

Upgraded elements and accessories comprised mostly the refinements in the machines. They included:

For RCA, a master erase head, a tape footage indicator, an electronic headwheel quadrature adjustment control and air lubricated tape guides.

For Ampex, a new erase-cue kit, a program timer and an audio amplifier. The Redwood City, Calif., company, whose introduction of Videotape recording three years ago sparked television's latest technical studio equipment advance, also illustrated its machine's versatility by showing a tape recorder installed in a custom-built "cruiser" mobile unit. Recordings made at Boulder Dam while the mobile unit was moving were also shown.

The price of both the RCA and Ampex machines are considered competitive.

RCA's price is $49,500 for its black-

RCA's television tape recorder • It has engineering advances which the company said came from its laboratories and military development division. It is shown being operated by C.H. Colledge (l), general manager, RCA Broadcast & Television Equipment Div. Watching is E.C. Tracy, manager, Broadcast Equipment Marketing Dept.

and-white model. Color costs $13,500 extra. Ampex's black-and-white model is marked at $45,000, with color costing an additional $19,500.

Tv tape use standards to be set by committee

Establishment of a video tape usage advisory committee, headed by Harold P. See, KRON-TV San Francisco, was announced last week at the NAB convention.

The committee was established to draw up uniform operating practices for the new recording system. These would be concerned with roll time, cue-up time, and commercial insertion standards in order to maintain practices for advertisers, agencies, producers and stations. One major objective, according to Mr. See, will be to coordinate operating standards between film and tape—since for some time to come film and tape will be used together.

In addition to Mr. See, members of the committee are: Ken Tredwell, WBTV (TV) Charlotte, N.C.; Norman P. Bagwell, WKY-TV Oklahoma City, Okla.; Bill Michaels, WJBK-TV Detroit, Mich., as management representatives; Stokes Gresham Jr., WISH-TV Indianapolis, Ind.; R. T. Bowley, Westinghouse Broadcasting Co.; Virgil Duncan, WRAL-TV Raleigh, N.C.; Howard A. Chinn, CBS-TV, as engineering representatives.

HOW TO MAKE VTR PAY OFF

For stations, video tape machines can make new business, ease labor shifts

Station operators who own or plan to buy video tape recording equipment can make it pay off in two big ways: improving operations and developing new business.

That was the gist of messages communicated last week to NAB delegates by Ampex Corp., RCA, broadcasters and an advertising agency official.

Ampex held a special seminar Monday in which Robert Breckner, vice president at KTTV (TV) Los Angeles, and Al Cantwell, BBDO New York, told broadcasters how to develop new business from tape.

Mr. Breckner reported that KTTV has enjoyed profit in "the six figure" bracket since it started syndicating *Divorce Court* through Guild Films last September (now in 17 markets). Other properties include *Peter Potter's Jukebox Jury,* through National Telefilm Assoc., and a Paul Coates strip series.

Mr. Cantwell reported on case histories of clients at BBDO (Philco, U.S. Steel, Armstrong Circle Co., General Foods) who have used taped commercials (BROADCASTING, March 2). Video recording has "the safety of film and flexibility of live and is cheaper than either," he said, and has enjoyed "tremendous acceptance" by advertisers. He noted that among the major three tv networks programming some 223 hours weekly, 26% was tape and 23% on film. Within a few years, he predicted, 80% of all commercials will be taped.

"Once stations become equipped with this equipment," Mr. Cantwell promised, "advertisers and agencies will leap into tape." With such facilities, he pointed out, local stations can pre-sell local personalities, and agencies and their clients "need no longer buy a pig in the poke." With respect to talent, there is "no reason stations can't get into the commercials end" under existing contract scales of the American Federation of Tv & Radio Artists, he claimed.

Tape-equipped stations also will receive greater "consideration" from advertisers who are faced with skimming the top markets for spot buys, Mr. Cantwell stressed.

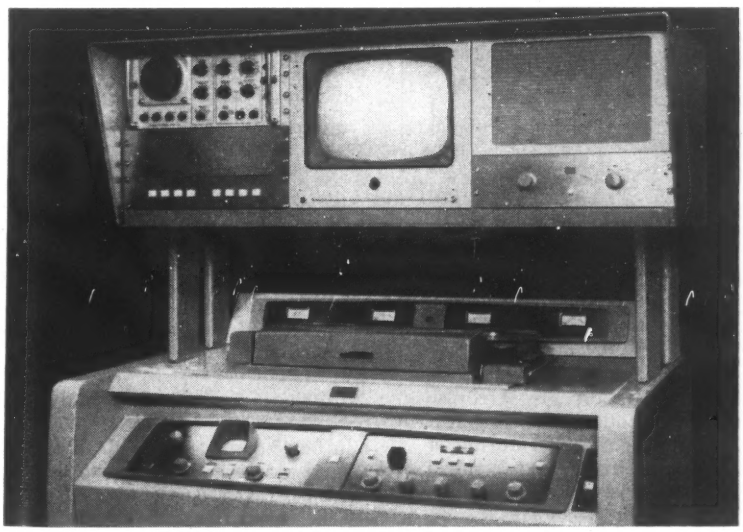
During a question-and-answer period, Junius R. Fishburn, Chicago sales manager of Metropolitan Broadcasting Co., expressed belief that it's to the advantage of stations to make greater use of video tape for programming needs. He said that Ampex is missing a bet by not selling station representatives on its recording equipment.

But what about some 90 stations presently equipped with vtr? How are they utilizing the technique in their respective markets? The following "testimonials" on uses were given by station operators on a tape played at the Ampex convention exhibit.

• Robert Hart, sales manager, KLZ-TV Denver—"It has been a real bonanza to the station but most specifically the sales department. It opened doors commercially to many places that we had not been in, the last few years. Our first and primary sale was to the American Furniture Co., where we shot 13 one-minute commercials. They were put in use the next day and, incidentally, are still in use."

• George Stevens, general manager, KOTV (TV) Tulsa, Okla.—"In attracting new advertisers, frequently KOTV is able to go to advertisers not using television to tailor a commercial for them. When they see the commercial, if they think it sells merchandise, frequently we are able to get new customers for our medium."

• Carl Berquist, operations manager,



Ampex's new, two-level VTR-1000 • First exhibited at the NAB convention, it includes all improvements such as the new erase-cue kit and tape timer. The overhead assembly houses the tv monitor, switching panel and audio monitor.

WFLA-TV Tampa, Fla.—"Early morning and late evening are a universal problem, not only for the station managers but for sales, programming and everyone concerned with the station. Although the rates make these hours very attractive to the local sponsors, those sponsors usually want live spots which means holding expensive studio crews and adding to the cost to such an extent that it prices it right out of the market. However, fringe time looks better all the time since we have tape spots. . . ."

• Tom Thompson, program director, KGUL-TV Houston—"We had a studio show scheduled at 1 p.m. Sundays and a very popular bowling show on another basis at 2:30 p.m. Only one crew was available at this time, so we taped the studio shows on Saturday morning when there was plenty of help and did the bowling show live. Saves trouble and overtime, too. . . . The video tape recorder [also] performs a very valuable function on holidays. We tape all live shows during the preceding week and it saves a very substantial amount in double time pay." Station also uses tape interviews with personalities who cannot be present when the program is scheduled.

(For the WBTV [TV] story on tape, see page 102).

AUTOMATIC SPOTS FOR RADIO

New gear makes announcement cueing easy

A new working tool—to make spot announcement handling as simple as push-button technology will permit—greeted broadcasters at the NAB convention last week.

The newly developed equipment took two forms. One was a wide, 13-in. belt tape with space for 101 spots shown by Gates Radio Co. The other was a unique automatic tape control with 30-second to 45-minute tapes encased in plastic cartridges shown by Collins Radio Co.

Both systems are aimed at overcoming the need for searching through regular hour-long professional tape for the right spot at the right time.

The Gates system, called a spot selector, handles spot announcements, themes and short programs up to 90 seconds. The machine can accommodate 101 spot recordings. These are recorded on a vertical playing, single, 13-in. wide tape belt. An index control knob on the front of the apparatus selects each spot. The index is numbered from 1 to 10, and each unit is further subdivided by letters A to K (the last number, 10, is subdivided A to L). This knob is moved to the correct spot by number and letter and locked into place. A push of the on-air button starts the commercial or theme immediately. The machine automatically rewinds and sets up. The unit, designed for rack or desk mounting, is 8¾ x 19 x 16½-in. It contains six tubes. Price is $850 per unit, with delivery promised by July. By Wednesday night at the NAB convention, about 55 units had been sold to interested broadcasters.

Tape Cartridge • A more radical break in handling short copy is Collins Radio's automatic tape control. The tape itself is enclosed in a plastic cartridge. This is inserted in the tape control machine and a push button feeds the message into the control console channel.

The cartridge contains a spool of tape on which announcements, mood music, themes, etc., running anywhere from 30 seconds to 45 minutes, can be recorded. The units are made by Sound Electronic Labs., and use lubricated tape on an endless loop arrangement. The tapes rewind themselves automatically after use.

The cartridges are used in conjunction with the Collins automatic tape control playback unit. They are stored like film or records when not in use.

Price for the playback unit is $525; for the recording unit, $350 and for a remote control panel $19.75. Also available is an automatic master switch handling three playbacks, $110, or four playbacks, $135.

The cartridges range in cost from $1.95 each in quantities of 100 for 40- or 70-second tapes, to $9.95 each for 31 minutes of play.

The equipment was developed by Automatic Tape Control Inc., Bloomington, Ill. Leslie C. Johnson, WHBF-AM-FM-TV Rockford and WJBC-AM-FM Bloomington, both Illinois, is president of this firm. The development was proved out for six months at WHBF-TV.

Collins reported it had sold 45 stations during the convention. Each station bought at least two playback units and a recorder, in addition to the tape-pack cartridges, the business amounting to more than $100,000, Collins said.

A machine similar to the Gates endless belt tape was shown by RCA, but no price was given for this equipment.

The technique of cueing a regu-

Orthicon saver • The first NAB engineering award was made to John T. Wilner (r), radio-tv engineering vice president, Hearst Corp., by A. Prose Walker, NAB engineering manager, at the NAB convention last week. Mr. Wilner won the new honor for his efforts in developing the image orthicon saver which has become an accepted device in broadcasting. It has resulted in untold savings to television stations. In 1958, Mr. Wilner said, the Hearst-owned WBAL-TV Baltimore, with four image orthicon cameras, saved $17,000 through using the device which prolongs the life of the tubes. The award will be made to any broadcast engineer or person actively engaged in broadcasting or to a member of the federal government engaged in broadcasting engineering for an invention, the development of a technique, a contribution to the broadcasting engineering art or for engineering leadership.

February '59 Arbitron*

Network A	32.8
Network B	23.3
Network C	13.6
WNEW-TV	**13.5**
Independent D	8.9
Independent E	7.3
Independent F	5.9

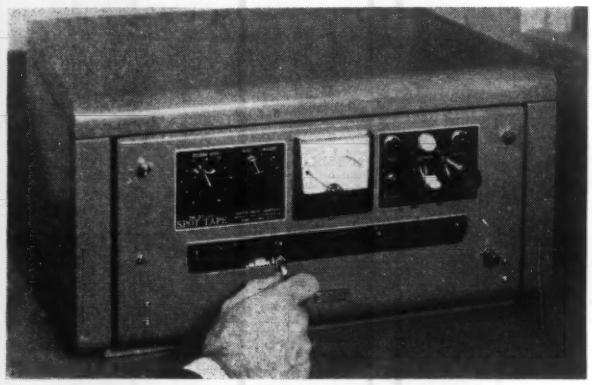
Again, as in every monthly report since the inception of Arbitron, WNEW-TV is rated

NEW YORK'S LEADING INDEPENDENT TELEVISION STATION

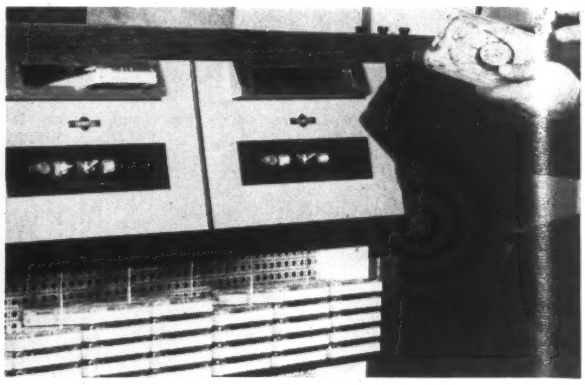
* Average Quarter-Hour Shares, Sign-On To Sign-Off, Entire Week, For Those Hours Each Station Broadcasts

WNEW-TV 5

METROPOLITAN
BROADCASTING
CORPORATION



Gates spot selector contains tape belt inside above unit



Collins gear uses tape cartridge that slides in slots

lar tape transport was brought up to date by Schafer Custom Engineering, Burbank, Calif. Schafer showed a new device called a Spotter. This unit—comprising a control head, tape recorder, rack and accessories—is used to put a subaudible tone on tape, and enables the operator to automatically position the tape for the announcement. Up to 99 such cueing indicators may be used with this machine. The unit sells for $2,495, or can be leased.

Tv-tape editing: NBC-TV method gets film type results

Tv-tape is great, but when are we going to be able to edit it as we edit motion picture film?

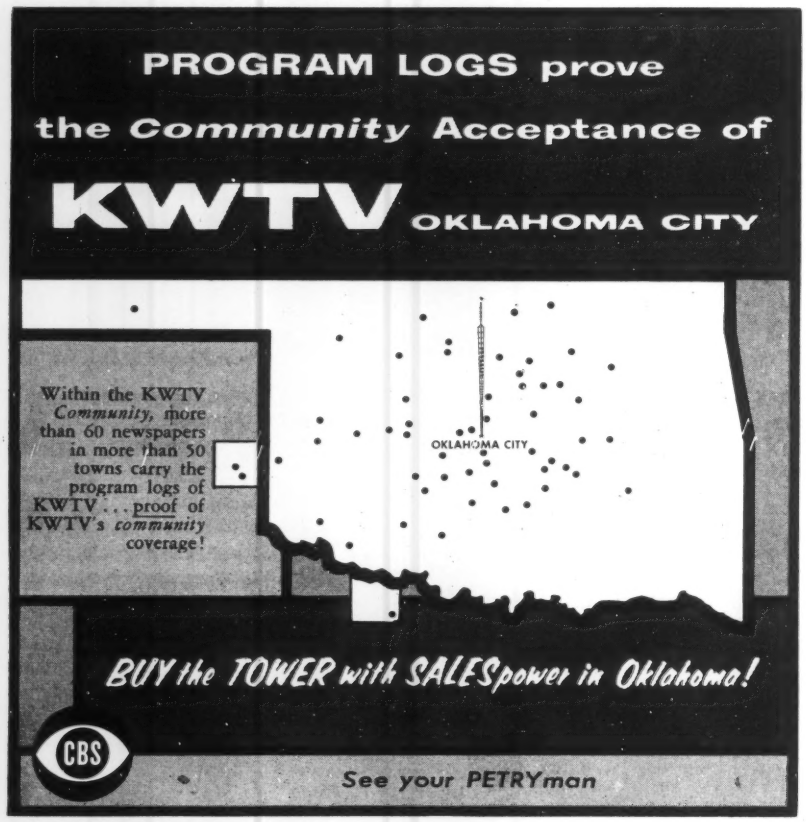
That's been a standard question of producers of tv programs and commercials ever since a workable system of recording sight-and-sound programs on magnetic tape was first demonstrated by Ampex Corp. at the NAB convention in 1956, also held in Chicago.

Last week, three years (and three conventions) later, NBC-TV answered the question with a resounding "Now." The answer, like the announcement, came on the first day of the NAB convention in Chicago. But it didn't come from Chicago. It came from Hollywood, where the editing process was conceived and developed by a committee comprising Oscar Wick, recording supervisor for the network; two recording engineers: Russell Nies and Lou Briel, and Bob Smith, a kinescope editor.

Single Frame Editing • Announcing the breakthrough in the vtr editing problem, Thomas W. Sarnoff, vice president in charge of production and business affairs for NBC's Pacific Div., stated that "after three years intensive research, we're able to announce that we have licked double-system editing to the point where we can edit down to a single frame. Naturally, we can still electronically on tape do all dissolves, wipes, matts and other optical effects that are normally done in live television."

How is this "editing down to a single frame" accomplished? BROADCASTING posed the question to Mr. Wick. He replied that since tape can't be examined frame-by-frame as film can be, NBC-TV recording engineers now make a 16 mm kinescope of the program or commercial they are taping simultaneously with the tape. The kinescope is edited in the traditional film editing procedure; the tape is then edited to match.

Matching is done by recording one-second beeps on the sound tracks of both kinescope and tape. A man's voice counts the seconds, from one to 60, omitting all five's or multiples of five. A woman's voice, at each five-second gap following the end of the first minute, inserts the word "one," changing to "two" after the second minute has ended, and so on. This provides for tape the equivalent of frames on film. When the kinescope is edited and a cut is made at four frames past one minute

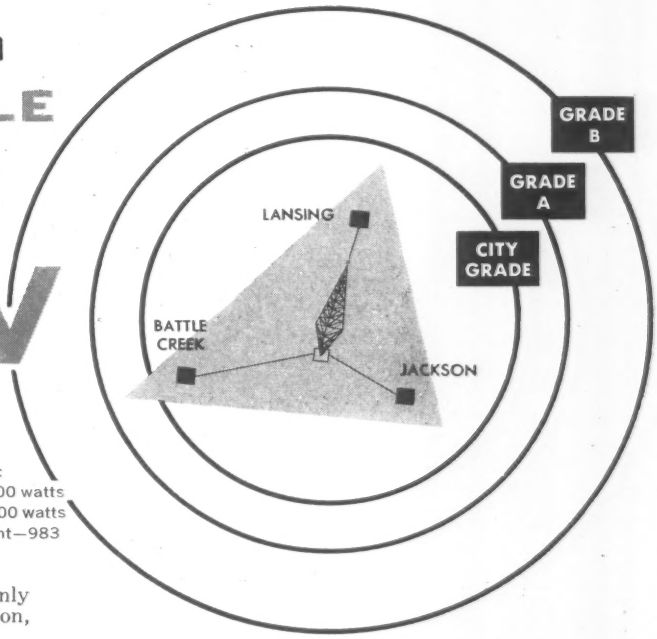

PROGRAM LOGS prove
the Community Acceptance of
KWTV OKLAHOMA CITY
Within the KWTV Community, more than 60 newspapers in more than 50 towns carry the program logs of KWTV . . . proof of KWTV's community coverage!
OKLAHOMA CITY
BUY the TOWER with SALESpower in Oklahoma!
CBS
See your PETRYman

Completely Cover Michigan's Rich GOLDEN TRIANGLE with a City Grade signal!

WILX-TV

CHANNEL 10

FULL POWER:
Video—316,000 watts
Audio—174,000 watts
Antenna height—983



WILX-TV, an NBC affiliate, is the only—repeat—only station covering the three key Michigan cities of Jackson, Lansing and Battle Creek with a *City Grade* signal!

WILX-TV has the **Right** coverage in the **Right** spot

TOTAL STATE EXCLUDING METROPOLITAN DETROIT		B SIGNAL AREA	
Population	43.4%	Retail Food Sales	47.3%
Households	44.7%	Retail Drug Sales	48.6%
TV Households	44.0%	Retail Automotive Sales	50.3%
Farm Population	34.1%	Retail Filling Stations	46.3%
Retail Sales	47.3%	Gross Farm Income	39.9%

Only WILX-TV, an NBC affiliate, can so thoroughly cover and deliver this rich out-state market! Just check those figures again!

Michigan's Golden Triangle is a *major* market. In total population it ranks just below the 10th largest metropolitan area* and in TV homes, ranks just below the 27th market area** in the nation.

*BASED ON SRDS CONSUMER MARKET DATA
**BASED ON TELEVISION AGE 100 TOP MARKETS

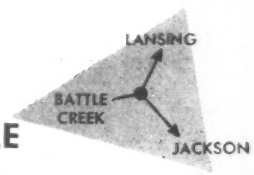
prime time now available!

RIGHT NOW . . . is the time to contact

VENARD, RINTOUL & McCONNELL, INC.
for complete market information

WILX-TV

CHANNEL 10 SERVING MICHIGAN'S GOLDEN TRIANGLE



NBC

Ready made...

DETROIT AREA TV SPOTS

POWERFUL "BIG LEAGUE" TV SPOTS
IN THE NATION'S FIFTH MARKET
WITHOUT ANNOYING NETWORK CLEARANCES
GIVE MORE IMPRESSIONS... MORE HOMES per dollar
...thats the CKLW-TV channel 9 story
...or call YOUNG TELEVISION CORP. for more facts.

325,000 WATTS

CKLW-TV GUARDIAN BLDG. • DETROIT 26, MICH.
J. E. Compeau, Pres

in Bridge...

it's Goren

in TV and Radio...

IT'S BROADCASTING YEARBOOK!

Around millions and millions of card tables, the "we's" and the "they's" play their bridge hands according to Goren, that ace authority on the strategy of bidding what you can make and making what you've bid. Similarly, around the conference tables of broadcast advertising, the authority is **BROADCASTING YEARBOOK,** ace source of strategic information on television and radio. Each year, this comprehensive reference volume is the working partner of the broadcast media's top people. They demand accurate facts, figures, analyses such as only **BROADCASTING YEARBOOK** can give them. To lay **your** cards on their conference tables, be sure they see your advertising in these information-packed pages. It's opportunity—in spades—to reach over 16,000 subscribers. Publication date: August. Deadline for proofs: July 1. Final closing: July 15. Still time to play your hand—**BUT HURRY!**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

and 32 seconds, it is now simple enough to locate the 1'32" place on the tape by the audible measurements and, by use of a rule calibrated to translate film's, 24 frames per second to vtr's 15 inches per second, to find the same exact spot on the tape. Such exactness is important, Mr. Wick stated, to keep sound and picture in synch after a number of cuts and splices have been made.

While the time signals are being recorded on the video tape and on the work print kinescope, the program sound (dialog, music, sound effects) is recorded on a separate tape. After the editing is complete, this sound track is recorded on the final vtr, whose time signals are automatically erased as the new sound is recorded.

Multiple Audio Tracks Next • Since immediate playback is one of the advantages of video tape over film, the program or commercial is recorded on a second tape simultaneously with the first tape and kine. However, Mr. Wick noted, work is now under way on a process of recording both time cues and program sound on the tv-tape with separate tracks. Perfection of this process will eliminate the need for tieing up an extra tape recorder.

A major advantage of a separate sound track, Mr. Wick explained, is that in the vtr process the sound is physically recorded 9½ inches ahead of the accompanying picture. This makes editing difficult when the picture and the sound track have already been recorded on a single video-tape. The difficulty is removed when the sound is taped separately, he said, commenting that as far as he knows NBC-TV is the only network now doing this.

Another advantage of separate sound recording is that new sound can be overlayed over the original sound, he said.

Broadcast Pioneers give varied honors

Walter A. Wade, founder-president of Wade Adv., was posthumously installed in the Broadcast Pioneers' Hall of Fame last Tuesday. The citation was accepted by his son, Geoffrey Wade II, president of the agency bearing his name, at the Pioneers' annual dinner meeting in Chicago.

Other special citations were tendered to Raymond F. Guy, NBC communications engineer; Goar Mestre, CMQ Tv Network, Havana, Cuba; Don McNeill, ABC radio personality, and James C. Petrillo, president of the Chicago Federation of Musicians.

The elder Wade was honored for his contributions to the development of radio and to Chicago as a "major advertising center," including his identifi-

"we're going great with Radio Press"

This quote is from only one of many complimentary letters received from our subscriber stations; in this case Duncan Mounsey, Executive Vice President and General Manager of WPTR, Albany.

And these stations have come to recognize the advantages of **exclusive-in-the-market** RADIO PRESS service:

- Complete foreign, national and Washington coverage . . . at low cost . . . all in one quality package.
- Seven-days-a-week service, with round-the-clock standby for fast breaks; top quality transmission.
- Highest professional standards, backed by full-time news bureaus and experienced correspondents around the world.
- Stability of operation and policy in the face of an uncertain period in radio.

Here's what some other RADIO PRESS subscribers say:

"We have made capital . . . not only of spot news but also of your recent interviews with Errol Flynn and Ernest Hemingway . . . the sponsors of our newscasts have commented quite favorably . . . we freely credit the excellent service you are giving us."
WWDC, Washington, D. C.

". . . your excellent 'voiced' news service has gained favorable comment among our listeners."
WGN, Chicago, Ill.

For free audition record and further details, call, write or wire:

RADIO PRESS

18 East 50th St., N. Y. 22, N. Y., PL 3-3822 • George Hamilton Combs, Pres.; Stewart Barthelmess, Vice-Pres.

RADIO PRESS subscribers as of March 2, 1959

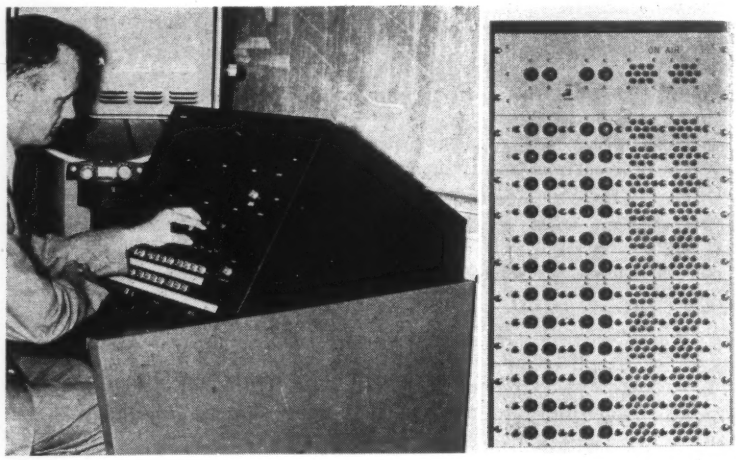
WGN, Chicago • WFIL, Philadelphia • WHDH, Boston • WWSW, Pittsburgh • KWK, St. Louis • WWDC, Washington • WERE, Cleveland • WITH, Baltimore • WPBC, Minneapolis • WEMP, Milwaukee • WSAI, Cincinnati WAKE, Atlanta • WICE, Providence • WKLO, Louisville • WCOL, Columbus • WCCC, Hartford • WIBC, Indianapolis • WING, Dayton • WGH, Norfolk • WBBF, Rochester • WPTR, Albany • WAKR, Akron • WNDR, Syracuse • WEZL, Richmond • KFRE, Fresno • WRUN, Utica • WNHC, New Haven • WNBF, Binghamton • WIZE, Springfield • WDZ, Decatur • WFBG, Altoona • WADS, Ansonia • WDEW, Westfield • WICH, Norwich • WTWN, St. Johnsbury • WSGA, Savannah • WCBG, Chambersburg • WGSA, Ephrata • WWCO, Waterbury • WOTW, Nashua WTAX, Springfield • WKMH, Dearborn • WKMF, Flint • WKHM, Jackson • WSAM, Saginaw • WELL, Battle Creek WIKE, Newport • WMBR, Jacksonville • WEOK, Poughkeepsie • WGGH, Marion • KBIS, Bakersfield

cation with the WLS Chicago *National Barn Dance* for Miles Labs' Alka-Seltzer and other programs. The younger Wade suggested that if his father were alive today, he would show disfavor for "triple-spotting, lack of separation between competitive products, triple-spotting, 'Tea-For-Two Cha-Cha,' and triple-spotting."

Stakes His Life on Free Radio • Mr. Mestre was honored for "staking his life on the principle that radio must be free."

Mr. Guy was lauded for his leadership in technical developments the past 39 years, while Mr. McNeill was singled out for "sweetening the morning air" on his ABC radio *Breakfast Club* for 26 years.

Mr. Petrillo reminisced over his career as president of the international American Federation of Musicians, claiming to have helped radio in the early days and expressing pride that "we never have called a chain [broadcasting] strike in radio and television." Mr. Petrillo also reiterated charges that "canned" music served to put musicians out of work.



Tranquilizers • RCA's automatic switcher can handle 10 events, with each event taking up to 10 minutes, 59 seconds. Tied into slide, film and studio apparatus, the equipment brings calm to the frenetic station break periods of a tv station's operations, more commonly known as the "panic" period.

Visual Electronics' program automation machine (r) is computer-like in its appearance and functioning. In unitized construction, the automatic switcher can be operated on a timed and untimed basis.

1970: BRIGHT RADIO HORIZON

Panel adds warning in probe of future

NAB last Wednesday (March 18) tried to give its radio members a helping hand in figuring 1970 income. It was part of the NAB Chicago convention in a panel, "Radio in 1970—A Look at the Future."

Overall, a bright picture was offered, but there also were words of warnings about mathematical delusions and factors within the industry that could upset the applecart.

Dr. Irving Schweiger, associate professor of marketing, Graduate School of Business, U. of Chicago, said the gross national product ($438 billion in 1958) should rise 48% to $625 billion in 1970. In addition, he expects that total disposable income ($312 billion in 1958) will reach $456 billion in 1970.

Population Factor • However, Dr. Schweiger reminded that population growth over the same period would restrict the per capita income increase to around 20%.

The gross national product usually grows at a 3% per annum rate and since World War II has increased to a near 4% rate, he said, adding however that this rate should level down to nearer 3% again.

He said that the proportion for advertising expenditures should keep pace, though not reaching the percentage of 1929, the best statistical year for advertising, according to Dr. Schweiger.

Dr. Hyman Goldin, chief of the economics division of the FCC, questioned comparison with 1929, pointing out that reliable data on advertising were not generally available then.

Dr. Schweiger explained that the character of the consumer market was undergoing a face-lifting. He said the median family income of $5,000 in 1958 will increase to $6,700 by 1970, and the present number of families with incomes of over $10,000 yearly would triple to 11.3 million families.

Other expectations of the U. of Chicago professor:

• The intellectual or "egghead" market will differ. Whereas in 1940 24% of the population completed high school, in 1970 high school graduates will amount to 58%. In addition the number of people completing at least one year of college (10% in 1940) will increase to 19%.

• The age distribution will change greatly as will the concentration of population. By 1970, 63% of the population will live in 168 major centers.

• The consumer market will also be changed by a higher degree of sophistication, more leisure time available, an increased interest in quality products, and a much greater number of auto radios due to the trend toward suburban living.

Dr. Schweiger said that the allocation of radio dollars in 1970 probably would be 60% local, 30% spot and 10% network. He also predicted that the number of radio stations would increase from the present 3,500 to around 5,500. This touched off a difference of opinion with the others.

Dr. Goldin reminded that the problem of allocations must be considered. Ward Quaal, WGN Chicago, said such an expansion would create havoc in radio. He declared that the dictate of Congress to the FCC in the Communications Act was that "radio should serve the most with the most." The by-product of such an expansion would be deterioration of program quality and a technical loss, he added.

Competition • Dr. Goldin, on the other hand, said the FCC feeling is that competition is the "life blood" of the industry. He said that in recent years the number of radio stations had expanded many times more than was thought economically feasible several decades ago.

Mr. Quaal persisted that "you don't improve program content by increasing the number of stations. It goes up to a certain point and then it cuts off. If we would religiously adhere to engineering standards we would render a better service."

Dale G. Moore, KBMN Bozeman, Mont., said that he expected cable services to cut into the radio industry by 1975. For the immediate future, he saw radio climbing to a point whereby 1965-70 would be a brilliant era.

Mr. Quaal, who expects "wrist radios" and 250 million receivers by 1970, said that radio by 1970 will be

"Last time I ever try my hand in Kentucky without WAVE-TV"

The helpingest hand in advertising in Kentucky and Southern Indiana . . . that's us. The more you compare balanced programming, audience ratings, coverage, cost-per-thousand, or trustworthy operation, the more you'll prefer WAVE-TV.

* *Jack Paar gave us his blessing.*

And that goes for WAVE Radio, and for WFIE-TV, Evansville, too!

WAVE-TV

CHANNEL 3 • Maximum Power

LOUISVILLE

NBC SPOT SALES, Exclusive National Representatives

patterned after newspapers with programs "departmentalized just like today's newspapers." He said news and public affairs would be the dominant programming fare. Businesswise, radio will prosper along with tv, according to Mr. Quaal.

However, he affixed a "big if": the people in the industry "intent on a quick buck" through rate card cutting and other unethical practices can do much harm. They could exterminate others as well as themselves Mr. Quaal warned.

The panel was moderated by Charles H. Tower, manager of the broadcast personnel and economics department of the NAB.

Exhibitors bemoan de-glamored conclave

Purveyors of programming services took a dim view of the physical facilities at last week's NAB annual convention.

An informal poll of film, recording and other suppliers at the de-carnivalized conclave produced an assortment of complaints and the revelation that hospitality suite traffic was generally "soft." For many exhibitors it fell below the socializing at the 1957 Chicago convention and at last year's Los Angeles sessions.

The nub of most complaints: (1) With most suites scattered all over the Conrad Hilton and Sheraton-Blackstone Hotels, broadcasters circulated less with more time-consuming efforts; (2) the lack of a central cocktail function which filmers might have been prepared to underwrite meant many broadcasters were unable to see their supplier contacts and friends. Exhibitors generally agreed that NAB's action deglamorizing this year's convention "put a damper on things."

Burned • Typical comments: "This is ridiculous—we take a room and we're way out in left field. It's a shame to be treated this way by an industry that needs us. And why should broadcasters have to travel over hell's 40 acres to see us? We won't be back next year."

"We were generally satisfied with the traffic though it was less than we had on the West Coast in 1958. People found it more difficult to reach us. Actually, broadcasters complained more than we did. They must have worn out a lot of shoe leather."

Some service people reported that elbow-bending traffic dropped off during the not too late evening hours. Core of the complaints about uneasy accessibility to suites centered around elevator service.

At least one programming supplier threatened to cancel its NAB associate membership because of the physical setup at the convention. And another, a non-member, related how it found it difficult to enter Exhibition Hall in the Hilton to pick up some equipment on a loanout basis because of what it characterized as "NAB's independent attitude." The absence of lobby displays listing exhibitors' rooms was criticized by another supplier. Some broadcasters bemoaned that, while the female contingent may have been as large as at previous conventions, it was spread out among suites last week.

Forgotten but not forlorn

The Society of Television Pioneers meets annually during the NAB convention, but its procedures are in sharp contrast to those of the NAB. Here, almost in its entirety, is the major speech delivered at a breakfast meeting of the tv pioneers last week. The speaker was W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., president of the Television Pioneers.

"I would like to tell you first what the society has accomplished during the last year since we met in Los Angeles.

"Nothing.

"The result has been encouraging:

"1. We have rarely been mentioned in the press.

"2. We have not been investigated by Congress.

"Almost, we are like a *secret* society. Nobody knows about us but us. We can correct this.

"We can take a position on something, and I guess that is the biggest decision that faces us today . . .

"I cannnot speak for my fellow officers and board members, but as for me, give me nothing. Which reminds me that it's about time for the treasurer's report."

WHY THEY EDITORIALIZE

Radiomen discuss pro, con of on-air views

The radio station that editorializes enjoys added prestige, augments its personality, sinks deeper roots in the community and fulfills a moral obligation. That is the feeling of broadcasters who do editorialize and who participated in a panel Tuesday (March 17) at the NAB Chicago convention.

Simon Goldman, WJTN Jamestown, N.Y., explained that his station steers clear of national issues unless these have a direct bearing on a local or regional problem.

Dan Kops, WAVZ New Haven, Conn., pointed out that stations need not editorialize every day, being unlike newspapers which are compelled to fill out an editorial page each day.

Alex Keese, WFAA Dallas, raised the question of a broadcast operation under joint ownership with newspapers. He said that WFAA and WFAA-TV do not editorialize, claiming the broadcast operations are less equipped than the sister *Dallas News* to do this particular service. The *News*, he pointed out, has eight men devoted to editorials plus staff experts in every field.

Mr. Keese conceded that radio and tv should assert its leadership, but said there was danger if a group that controls all three news media should adopt a single view on an issue. "That could get us into trouble," he declared.

Robert L. Pratt, KGGF Coffeyville, Kan., said that in joint media setups, a completely separate person should decide radio editorializing matters. There is a moral obligation to editorialize, he maintained.

Mr. Pratt also stressed that the most important ingredients are facts: "No matter what subject you are editorializing about, dig up the facts and you will have a good editorial, but if you fail, the editorial is incomplete."

Mr. Kops cautioned about meaningless editorials "against sin." People just don't listen, he said. He suggested that a station take inventory of its city and determine what conditions and situations should be singled out.

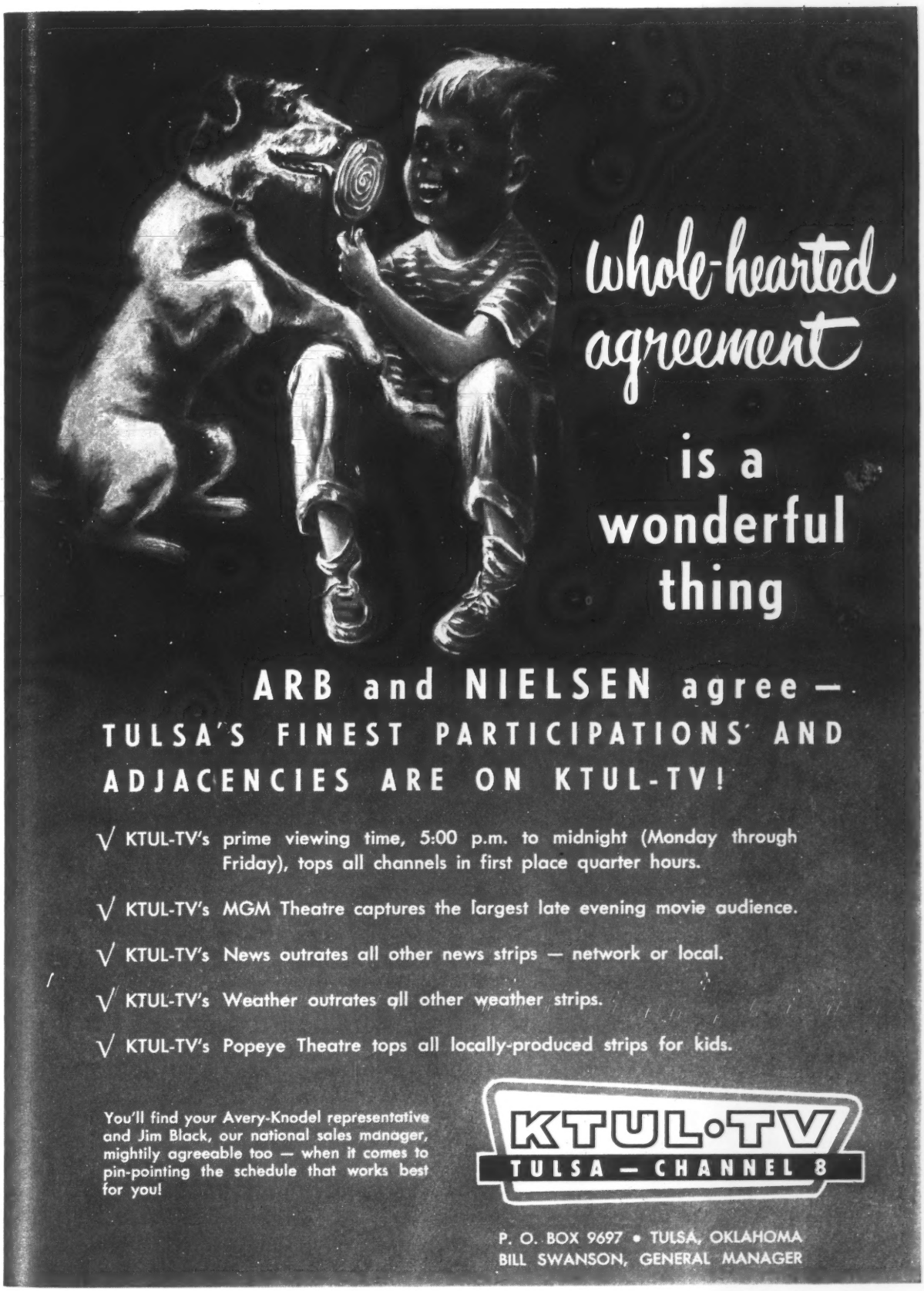
Mr. Pratt warned against editorials that involve the station personally. One example he criticized was editorials by radio-tv against subscription television.

Mr. Goldman partially disagreed and offered the counter example of newspapers editorializing after a recent strike in which claims were made about the power of the press in contrast to other media. This definitely needed an answer, he said.

Mr. Kops similarly opposed restrictions. If a subject is fit for editorializing in other media, it's appropriate for radio, he said.

All of the panel participants are radio members of the NAB committee on editorializing.

John F. Meagher, NAB radio vice president, who conducted the Wednesday radio assembly, said that the *ad hoc* committee's report on editorializing would be in the hands of NAB members very soon.


whole-hearted agreement
is a wonderful thing
ARB and NIELSEN agree —
TULSA'S FINEST PARTICIPATIONS AND ADJACENCIES ARE ON KTUL-TV!
√ KTUL-TV's prime viewing time, 5:00 p.m. to midnight (Monday through Friday), tops all channels in first place quarter hours.
√ KTUL-TV's MGM Theatre captures the largest late evening movie audience.
√ KTUL-TV's News outrates all other news strips — network or local.
√ KTUL-TV's Weather outrates all other weather strips.
√ KTUL-TV's Popeye Theatre tops all locally-produced strips for kids.
You'll find your Avery-Knodel representative and Jim Black, our national sales manager, mightily agreeable too — when it comes to pin-pointing the schedule that works best for you!
KTUL·TV
TULSA — CHANNEL 8
P. O. BOX 9697 • TULSA, OKLAHOMA
BILL SWANSON, GENERAL MANAGER

THAT RAB-ID PITCH FOR RADIO

Sweeney, Hardesty lay 'em in the aisles with breezy, but hard-hitting, radio session

The team of Sweeney & Hardesty chose St. Patrick's Day to drive the snakes out of broadcasting.

They performed at a Radio Advertising Bureau session during the NAB convention in Chicago March 17.

Kevin Sweeney, RAB president, had named it "The Meeting You Won't Enjoy but Don't Dare Miss If You Want to Stay in the Radio Business."

Assisted by RAB Vice President John F. Hardesty, Mr. Sweeney traced radio's inability to keep up with the growth of all advertising. Example: newspapers and tv each have added $1.3 billions in billings since 1948, while radio's annual income increased a scant $54 million in the same period. RAB declared that radio bags only 9% of the $6.8 billion dollars annually spent for consumer advertising.

Radio last year, according to Mr. Sweeney, experienced a .6% drop in billings (local, national spot, network combined) whereas newspaper was off 5% and magazines 5.5%.

Messrs. Sweeney and Hardesty turned to paradoxical evidence of radio's growing strength. Three new RAB presentations were capsuled to demonstrate radio growth in numbers, listening habits of actual customers in product studies, the influence of radio on consumers making purchases, and the heavy concentration of adult listeners in summertime as opposed to television viewers.

The Unexpected • Any complacency that might have set in in the radio audience was doused by the ensuing Sweeney question:

"If radio's so damned good, why ain't it rich?"

The RAB president answered his own question. First, he belittled some of radio's selling habits. He took to task (1) the independent sales argument of "Yaaaa, your mother's in the numbers racket and your father is a network affiliate"; and (2) the affiliates counter sales pitch, "Help stamp out rock-and-roll stations."

Mr. Sweeney charged that "radio can shoot ahead 10% in 1959 if radio ends its own civil war." To emphasize the point, Mr. Hardesty reappeared on the platform in a Confederate uniform to the tune of "Dixie." Shortly thereafter, it was the "Battle Hymn of The Republic" with Union General Kevin Sweeney attired in the blue.

The RAB head labeled radio as "a good medium badly sold," and to document the charge offered three just-completed studies among advertisers.

Study No. 1 is a monitored survey of advertising in two cities. In one (in the East) there were a total of 1,459 advertisers in all three media (radio, tv, newspapers) with only 224 using radio. In the other city (Midwest) there were 982 advertisers with just 165 using radio only.

To further understand this, RAB researched the selling personnel of the three media and found the number of salesmen in each media was proportionate to the use of each media.

Study No. 2 is based on depth interviews with local advertisers to ascertain how good a selling job each media does. Eight cities were studied where radio stations outnumber newspaper 5.5 to 1, and outnumber tv station 3.5 to 1. Nevertheless, when asked which medium called on them most frequently with a presentation of new facts, newspapers were picked 2 to 1 over television, and tv led radio by 10%. An even greater margin was reported to the question on which medium makes the most "interesting and informative" presentations.

Mr. Sweeney added that the study revealed nearly one-third of the local advertisers interviewed are never called on by radio stations; and that two-thirds see less than two radio presentations a month.

The RAB head quoted two advertisers' comments on the radio-against-radio selling: "You boys must have a friendship pact with the newspapers;" and "All radio stations have to say is they'll sell it cheaper than their competitor."

Study No. 3 of RAB pointed to equally low standards in selling national advertisers. Like the local study, it touched on number of presentations, content of presentations and promotional mailing pieces—in which radio and outdoor advertising proved strong competitors for bottom ranking.

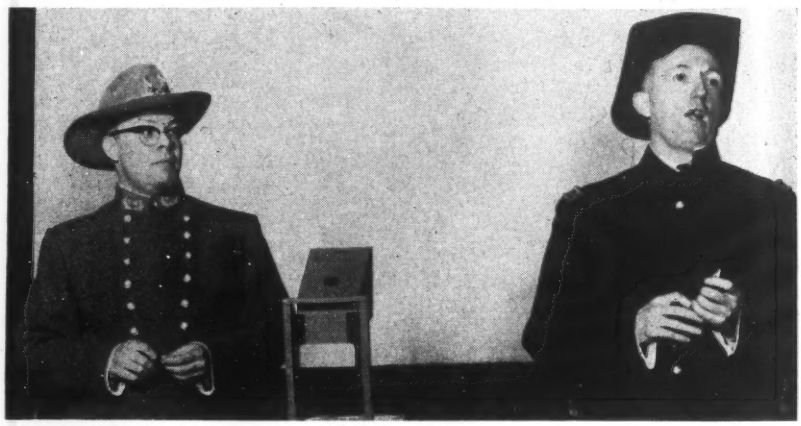
Then Some Prescriptions • Following the statistical report, Mr. Sweeney suggested ways for solving radio's selling problems. In quest of national business, stations should:

(1) Go to the national advertisers with specific plans for specific amounts of dollars to be spent in their area.

(2) Sell the local manager or broker of the national advertiser.

Mr. Sweeney emphasized these two steps were all-important to supplement RAB's current stepped-up national selling effort.

In the quest for local business, stations were urged to (1) call on the local advertiser direct at a high level if the agency refuses to consider radio; (2) insist that station salesmen know and use the arguments for radio on each sales call; and (3) stop the "Civil War" and start telling customers that all radio stations are better than other media.



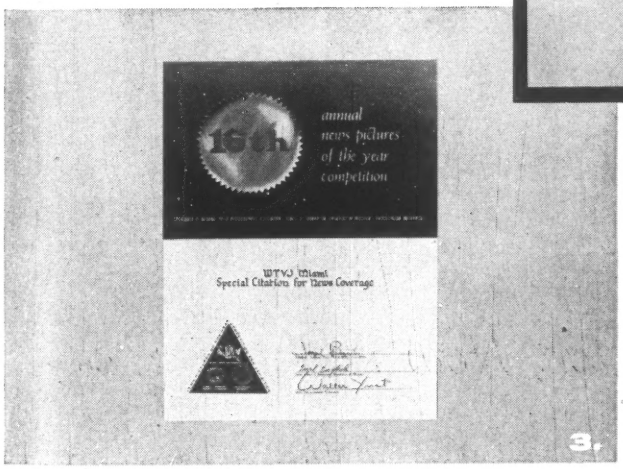
Hardesty (l) and Sweeney in Civil War uniforms invite radio to Appomattox

The RAB presentation pointed out that the association locally is intensifying efforts to remove roadblocks in the way of use of radio for co-op plans among the big categories of co-op advertisers; and that factual reports on local advertiser use of radio plus research and promotional aids are being offered.

Throughout the entire Tuesday session, Messrs. Sweeney and Hardesty dramatized their points by unrolling a 50-foot "crying towel" from the balcony, by having pretty models pass out handkerchiefs to those whose emotions reach the point of eye-dabbing, and also by calling on the same ladies to distribute bandaids in the audience to delegates whose feelings might be bruised or cut by the frank report.

as
the second decade
of WTVJ
service begins

3 MORE HONORS...



1. *Freedoms Foundation George Washington Honor Medal—Public Service Programming.*
2. *Radio & TV News Directors Association—Continuous Daily Editorial.*
3. *Encyclopedia Britannica-University of Missouri—Best News Film.*

See your PGW colonel

AS WE BEGIN OUR SECOND DECADE of operation, we are particularly proud of the recognition which we have received from our efforts to be of service to the South Florida community. 1,296 citations have been awarded WTVJ for civic service during 10 short years.

BY EVERY MEASURE, WTVJ IS FLORIDA'S LEADING STATION!

- Largest total coverage and the *only* unduplicated network coverage!
- Consistently #1 in *every* rating survey taken in the fabulous South Florida market by ARB and Nielsen.

WTVJ

SOUTH FLORIDA

CHANNEL 4 CBS

Represented Nationally by:
Peters, Griffin, Woodward, Inc.

DOES TV MOLD CANDIDATE'S IMAGE?

Tv's impact on voters' minds surveyed by C&W research team

What is tv's effect in establishing a political candidate's personality or image in the mind of the voter?

This is a question of immense magnitude and one that has tickled the fancy of many a person in tv or in the business of running for and winning public office.

A new report, which may be considered a "first" of its kind, is being released on the subject today (March 23) by an advertising agency—Cunningham & Walsh, New York.

C&W nibbled on one segment of the broad conundrum of tv's effects in political elections. To wit: "how tv creates the image of a candidate."

No Conclusions • The study shies from conclusions but presents a complex of findings, observations and samplings.

The report does plant one tentative thought: An aspirant for political office who fails to take tv into consideration—whether or not to use it, how much to use it and how well or how poorly he projects his personality in the medium—may be asking for trouble at the voting booth.

Among the findings:

• Television rates equally with newspapers as the "most important" news source about candidates. (Friends, family and associates ranked next, followed by radio as a substantial third, magazines, campaign literature and speeches, in that order).

• The candidate is seen on tv. Only one out of seven voters surveyed did not see either candidate on tv during the campaign. Others saw one or both, with two out of three seeing both men.

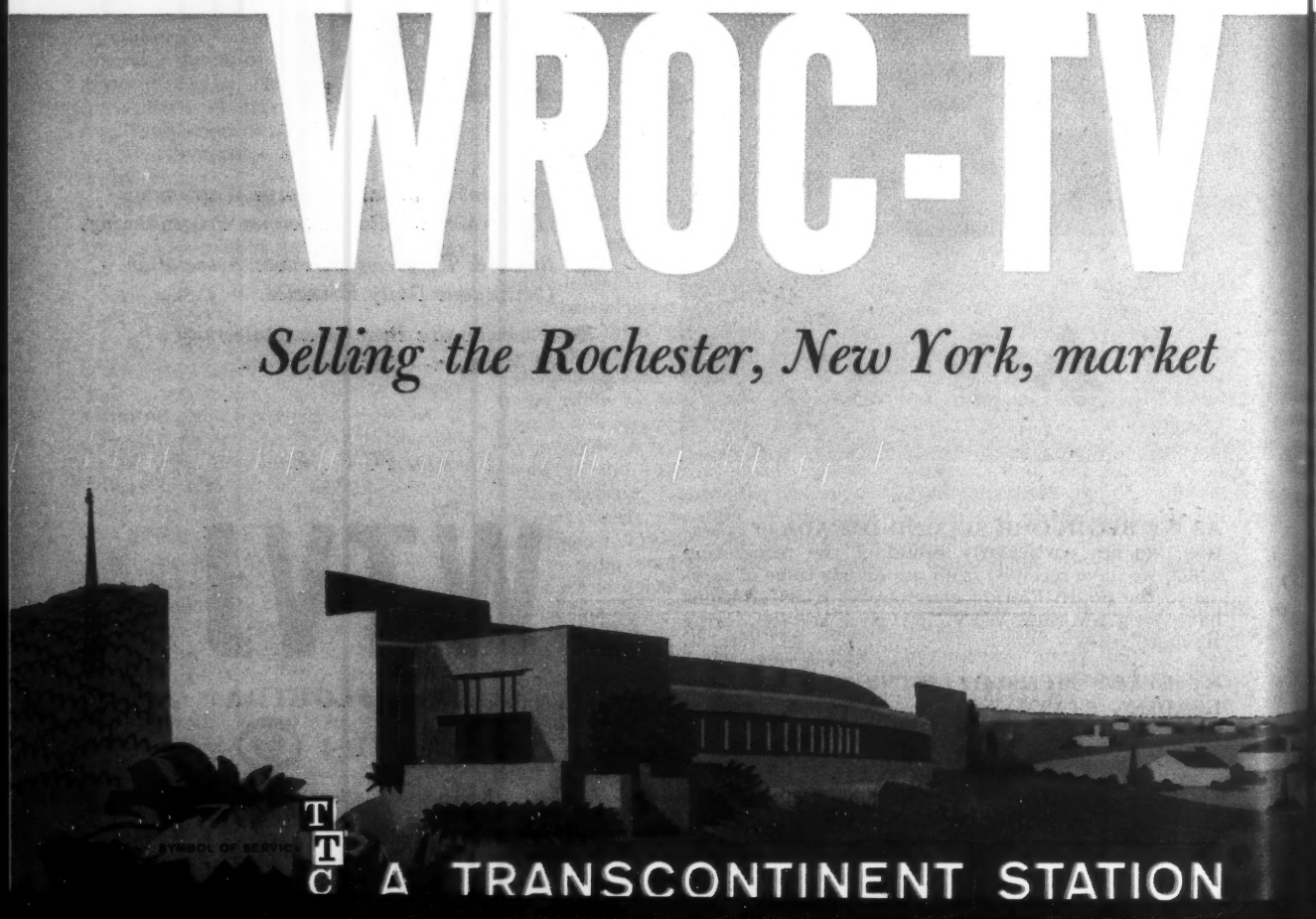
• Voters during the campaign definitely did favor one candidate (Rockefeller) more than the other (Harriman) because of television.

Tv Reaches Voting Age • In releasing the study, John P. Cunningham, C&W's board chairman, said it confirmed that "television has come of age politically."

He reminded that since the 1952 national conventions, the importance of tv as a "political communication" has grown "considerably." Tv, he said, has become a "major source of information for voters."

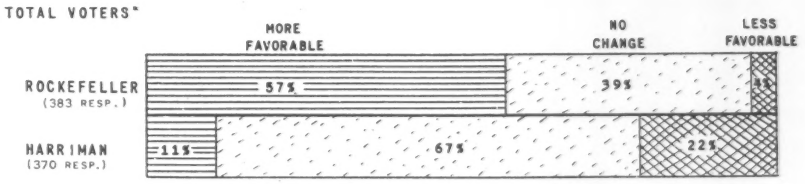
The report at the outset splits tv into "two basic aspects": (1) as a medium to pass on information and (2) as a "vital presence" in the home. The first is common to many media, said C&W researchers, but the second is a unique function for a mass medium.

The C&W study covered one segment (before and after) of last November's gubernatorial race in New York. In that election, Nelson A. Rockefeller, the GOP candidate, swept the polls, dealing a crushing defeat to incumbent W. Averell Harriman. Results ran contrary to the general Democratic



trend across the country.

At the time, several responsible observers indicated that Gov. Rockefeller's ability to project himself on the tv screen played an important part in rolling up his big plurality. Sylvester L. (Pat) Weaver Jr., former NBC head and now a tv consultant, aided Gov. Rockefeller in a tv advisory role (agency was Marschalk & Pratt division of McCann-Erickson).



How tv altered voter impression of the candidates

* Percentages add across to 100% and are based on voters who saw candidate on tv and answered question.

Survey's Method • In the main, the survey concentrated on the voter's personal impression of the candidate. Interviewed were about 200 voters in each of these areas: Buffalo, Rochester, Syracuse and suburban Nassau County adjacent to New York City. Questioning was before election Oct. 30-31 and immediately afterward Nov. 5-6. Preselected were 10 interviewing clusters, six within city limits and four in suburbs. Places where either party or one ethnic group dominated were avoided.

In all, 818 interviews were completed in October. Voters were asked what candidate they favored at that time and their exposure to candidates on tv during October. In the next interviewing wave, the voter was asked the sources used for information about the candidate, who he voted for, exposure to the candidates on the weekend before election and impression of the men on tv. Of the original 818, C&W researchers were able to reinterview 618. Of those, 537 had voted and this group formed the basis for the report.

The study takes pains to qualify the approach, noting that only one area of a voter's experience is observed (his awareness and exposure to mass media, that is tv) and that the report is an "experiment," a step in a "new direction" toward understanding tv's effect among people.

Included in the pertinent findings and observations scored in the agency study:

• Voters emphasized the sense of personal contact tv permitted them with the candidate, allowing them to "participate" in political events as they happened.

• During October before the first interview, 6 out of 10 voters said they had seen one or the other or both of the candidates at least once. On the weekend before election, substantially more voters said they saw Gov. Rockefeller than saw the then Gov. Harriman. (C&W points out, however, that Mr. Rockefeller appeared in paid political telecasts more frequently than Mr. Harriman at that time, as he did during the entire campaign. Or, the survey results may have reflected a growing interest in Mr. Rockefeller at the last stage of the campaign, C&W indicated.)

• What C&W thought was the "crux" of the study: the impression gained of the candidates. Here the agency found results "overwhelmingly favorable" for

GREATER COVERAGE in the thriving 13-county market surrounding Rochester, N. Y., is just one important reason why more and more advertisers select WROC-TV for successful selling campaigns and new-product tests.

In this rich, up-state New York area, with its heavy concentration of highly-skilled industrial and specialized agricultural workers, more than a million people spend over $2 billion annually for products and services.

Nielsen (NCS #3, Spring 1958) shows WROC-TV continues to provide advertisers with considerably greater coverage of this two-channel market than its competitor...

WROC-TV Coverage Advantage

Total Homes Reached Monthly	+ 26.5%	Daytime—Viewer Homes Daily	+ 38.8%
Total Homes Reached Once-a-week	+ 20.8%	Nighttime—Viewer Homes Daily	+ 28.8%

For further information about availabilities on WROC-TV, Rochester's first and most powerful station, call Peters, Griffin, Woodward.

NBC-ABC • CHANNEL 5 • ROCHESTER

WGR-TV, WGR, Buffalo, N.Y. • WROC-TV, Rochester, N.Y. • WNEP-TV, Scranton-Wilkes-Barre, Pa. • WSVA-TV, WSVA, Harrisonburg, Va.

Gov. Rockefeller and "more reserved" for Mr. Harriman.

Handsome • The report had this to say about personality and image in that particular campaign:

• "Voters saw Mr. Rockefeller as a dynamic, personable, handsome man, a man with a great deal of personality. During the campaign their attitude toward him, because of television, definitely became 'more favorable'; there was almost a complete lack of any negative impression . . .

". . . Impressions of Mr. Harriman, on the other hand, were restrained and qualified. There was . . . little change in voters' attitudes toward him because of television . . . little of the excitement evinced for Mr. Rockefeller. Voters' remarks add up to a picture of a man who is capable and sincere but inclined to be stiff and uninteresting."

Tv, said the report, stands with newspapers as a universal source of information for voters about candidates but adds "the unique dimension of personality."

Survey Statistics • A brief sample of the statistics provided:

• On sources of information about candidates, 40% said newspapers were the most important source, 38% said television, 10% said family, friends and associates and 5% said radio. Sources mentioned: newspapers 85%; television 77%; family, friends, etc. 45%, and radio 39%.

• Newspapers reach a peak as a source of information in the 31-40 age group and then decline. Tv is strongest with the youngest group of voters (21-30). Radio noted as a source showed up particularly strong among older voters.

• Voters generally were favorable in opinions on the effect tv had: 86% said tv had positive effects and only 9% said tv had negative effects while 13% saw little or no effect.

• Use of media: Voters in all areas surveyed had ample opportunity to see either candidate on tv; but Mr. Rockefeller appeared in paid time about twice as often and twice as long as Mr. Harriman, and Mr. Rockefeller maintained a schedule of relatively frequent appearances up through the eve of election while Mr. Harriman's appearances on the last weekend were at a minimum.

• While six out of seven saw one or both candidates on tv during the campaign, 53% of the voters reported seeing Mr. Rockefeller and 40% reported seeing Mr. Harriman. Also 21% reported seeing a program supporting Mr. Rockefeller and 17% backing Mr. Harriman.

• Generally the remembrance factor (what they remembered of either candidate on tv) was up for Mr. Rockefeller compared to Mr. Harriman. They remembered the occasion of appearance rather than the content.

• Greatest single event "by far" is having a panel on tv with both candidates and seen by voters as on *Right Now* sponsored by the League of Women Voters on WCBS-TV New York.

• In Voters' Impressions, 57% were inclined to be more favorable toward Mr. Rockefeller during the campaign and only 11% toward Mr. Harriman.

• Top factor in those "more favorable" toward Mr. Rockefeller was "Personality" (52%).

New NBC format modifies radio image

NBC Radio is beefing up its schedule with more changes in a bid to further improve programming service to its affiliates and listeners.

The basic ingredients: (1) a new 120-minute afternoon variety show *(It's Network Time,)* Monday through Friday, 2-4 p.m. EST, replacing half a dozen soap operas; (2) two 55-minute dramatic shows, making up the morning schedule, with one of them replacing *Bert Parks' Bandstand*. The changes are expected to become effective in the near future.

Announcing the new plans in Chicago, where he addressed the Broadcast Ad Club luncheon Thursday (March 19), Matthew J. Culligan, executive vice president in charge of NBC Radio, emphasized:

• The realignment retains the network's present total of 75 programming hours weekly.

• It has the endorsement of the NBC Radio Affiliates Committee.

The new NBC Radio image will look like this: drama in the morning, variety in the afternoon; *News on the Hour* and five-minute Stardust segments at the half hour; the NBC *Image* series and *Monitor*, which will be extended across the board for the summer (8-10 p.m. nightly) and replace *Nightline*.

New Lineup • Here's how the daytime looks as affected by the changes: 10:05-11 EST, *My True Story;* 11:05-noon, a new drama to be announced; 2-4 p.m., *It's Network Time*, replacing *Don Ameche's Real Life Stories, One Man's Family, The Affairs of Dr. Gentry, Five Star Matinee, Woman in My House* and *Pepper Young's Family*.

Transcontinent Corp. to take over Marietta

Transcontinent Television Corp. and Marietta Broadcasting Inc. last week announced the signing of an agreement which would combine the two firms under Transcontinent ownership and operation (AT DEADLINE, Feb. 16). The transaction is one of the largest of its kind in broadcasting history, with the combined value of the properties merged in the neighborhood of $30 million.

Under the new set-up, 65.19% of the expanded Transcontinent Television Corp. will be owned by present TTC stockholders. David C. Moore is president of TTC. The remainder of the giant corporation will be owned by former Marietta Broadcasting owners Jack Wrather (who owned 63.64% of Marietta) and station representative Edward Petry Co. (which owned the remaining 36.36%). Transcontinent stock will be exchanged for Marietta stock to effect the deal.

Transcontinent stations included in the agreement: WGR-AM-TV Buffalo, N. Y.; WROC-TV Rochester, N. Y.; 60% of WNEP-TV Scranton-Wilkes-Barre, Pa., and 50% of WSVA-AM-TV Harrisonburg, Va. Marietta stations included in the agreement are KFMB-AM-TV San Diego, Calif., and KERO-TV Bakersfield, Calif.

One year following its formation in 1955, Transcontinent purchased 50% of WSVA-AM-TV and WHAM-TV changing the call of the latter to WROC-TV. In 1957, the WGR Corp., formed six years ago by certain principals of Transcontinent and consisting of WGR-AM-TV, was merged with TTC. In the autumn of last year Transcontinent acquired 60% of WNEP-TV.

Radio World Wide acts

Radio World Wide, a cooperative venture growing out of network radio's troubles, is about to assume legal status.

Nearly three-score broadcasters took part in a March 17 meeting during the NAB Chicago convention, listening to plans for RWW and offering ideas of their own.

Herbert L. Krueger, WTAG Worcester, Mass., presided at the Chicago meeting. He announced a development had been subscribed. Each participating station will contribute 30 times its highest one-minute announcement rate toward the legal action.

Subscriber Roll • A minimum goal of 25 subscribers apparently was not quite met at the convention but this didn't disturb the backers. Those who signed will meet in New York within a few weeks. The original group that handled the exploratory work will be enlarged.

It's Legal • Reed T. Rollo, Washington attorney and counsel for several members of the group, reported that his research showed no legal problems to stand in the way of RWW's plans.

announcing an entirely NEW 3-SPEED TRANSCRIPTION TURNTABLE

The **GATES CB-500**

To meet the exacting demands in the broadcasting of transcribed music, GATES offers an entirely new commercial transcription turntable. This exclusive new design reduces the rumble to such a degree that production line turntables now exceed earlier laboratory standards.

Rumble or noise reduction has been accomplished in turntables before, but with the sacrifice of other needed features. The GATES CB-500 turntable will come up to speed at 33⅓ RPM in 1/8 turn and at 45 RPM in 1/6 turn. This is equivalent or superior to other recognized quality turntables which in most cases have higher rumble content.

Speed change is exact and functionally correct. All 3 speeds shift across a single indexed plate. The operator may start his turntable in three modes: (1) slip cueing, (2) start switch, and (3) by moving the speed shift lever from neutral to the speed desired. Any starting method is free of jumping or grabbing.

Yes, you will want to know more about this exciting new turntable. Write today for Bulletin 108-B which provides test comparisons of leading friction drive turntables and describes each outstanding feature of the new GATES CB-500.

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

Offices in: NEW YORK, HOUSTON, ATLANTA, WASHINGTON, D.C.
International division: 13 EAST 40th STREET, NEW YORK CITY
In Canada: CANADIAN MARCONI COMPANY

"Sunny" Knows

"Sunny" knows WSUN delivers more radio homes, at the lowest cost per home of any station in the heart of Florida.*

WSUN is programmed for service . . . and for sales, and has been making friends in Florida for 31 years.

24-hour service to the Suncoast

WSUN 620 KC

Tampa St. Petersburg

National Rep:

VENARD, RINTOUL & McCONNELL

Southeastern Rep:

JAMES S. AYRES

* NCS 2

CBS-TV SEES AN UPBEAT YEAR

Network officials at affiliates meeting plot optimistic course for good 1959

A decidedly upbeat business note marked the annual conference of CBS-TV affiliates and top network officials in Chicago March 14-15.

While 1958 was "the year of the doldrums," Sales Administration Vice President William H. Hylan told the approximately 350 station and network executives, the current year is shaping up as "the year of opportunity."

A year ago recession-conscious advertisers were putting off decisions about what and how much television to buy, he recalled. This year, he said, the demand is such that CBS-TV faces the "dilemma" of finding available periods even before it knows what vacancies will occur in the coming season's lineup.

Wide Range • Mr. Hylan's report was one of a series ranging across business prospects, the Washington situation, technical developments, affiliate relations, news coverage, sales promotion and publicity, as well as a report by Network President Louis Cowan, programming plans by Executive Vice President Hubbell Robinson Jr., a special report on nighttime tv and a highlight address by CBS President Frank Stanton denouncing FCC's extension of the equal-time political rule to news broadcasts (BROADCASTING, March 16.)

Dr. Stanton also tipped plans for a far-reaching campaign to carry television's story to the public, holding up a 71-page draft of a CBS committee report and promising details in the near future. There was speculation that the project would include on-the-air editorials but Dr. Stanton said afterward that this was not anticipated except as it might be necessary in the network's all-out fight against the FCC application of the equal-time requirement to newscasts

A comprehensive rundown on the Washington situation and the implications of pending legislation and investigations were presented by Richard S. Salant, CBS Inc. vice president.

William B. Lodge, CBS-TV Network vice president in charge of affiliate relations and engineering, covered a wide range of developments:

• Videotape—CBS-TV has logged 50,000 hours of recording and playback, has bought more than 900 rolls of tape (of which only about 10% have been discarded as worn out), and by DST time will be logging 900 machine hours a week (more than half for network delay purposes). Quality is improving; splicing is still somewhat ticklish but is being done successfully on an every-day basis. Tape has become a normal part of networking.

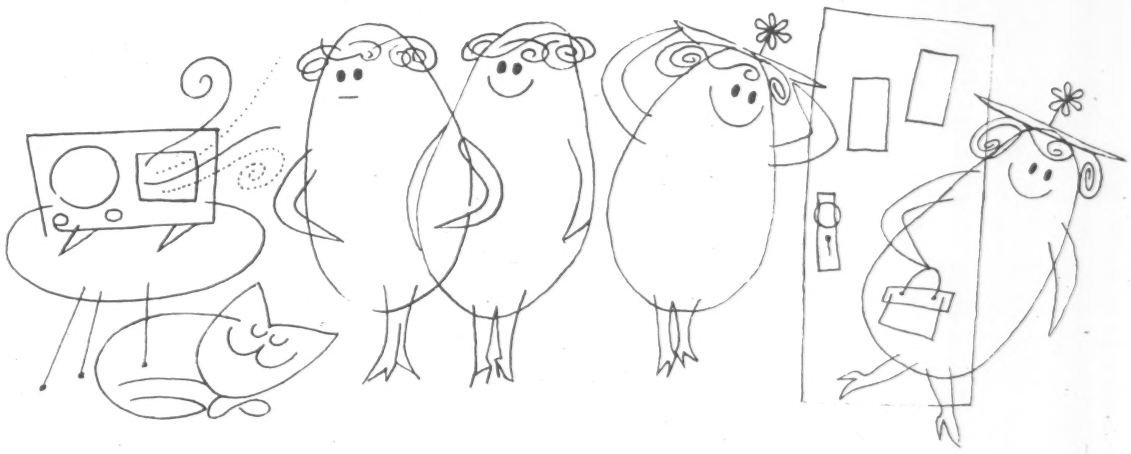
• Better cameras—It may not be justified for stations individually, but CBS-TV "may find it desirable to change over to a new type of live camera." After looking at results from 4½-inch image orthicon used by BBC and the Canadian Broadcasting Corp., CBS-TV is "fairly well convinced that the improvement is great enough to warrant a major re-equipping program." Laboratory model of the latest Marconi Mark IV camera is expected within 60 days.

• Community antenna systems—Translating general principles into specifics is "very difficult." CBS-TV endorses three principles—protection of program property rights, no charge for television reception, and continued operation of television stations wherever the market will support them—"but we don't know how to apply them in practice."

• Color—"For our own welfare, and as an obligation to our affiliates, we are very definitely 'keeping our foot in the door.'" But at the moment, color is a potential rather than actual advertising medium. If television in color-equipped homes is watched twice as much as in non-color homes, then current color circulation—about 1% of tv homes—would boost a 25 rating only to a 25.25. So at present, audience statistics "give little reason for a build-up in the volume of color programming by a station or by a network." CBS-TV will have four color programs between March 27 and April 24, and any advertiser "who considers color important" can get it.

• Uhf affiliates—There's a "surprising" amount of business on CBS-TV's 20-odd uhf affiliates: Six have rate cards of $400 or more; seven deliver more than 37% ARB share of audience, ten carried more than 75% of the total network schedule in 1958, eight carried more than $500,000 in gross network billings apiece last year, and gross network billings on the uhf affiliates during the year totaled $10 million.

• Longer lineups—To determine and dramatize the value of longer station lineups, CBS-TV studied the costs and audiences of programs which on one week are sponsored on a larger number of stations than are used by the alternate-week advertiser. A total of 252



Czech This If You Dig Kolaches

(A True Story About Iowa Radio With a Sokol Finish)

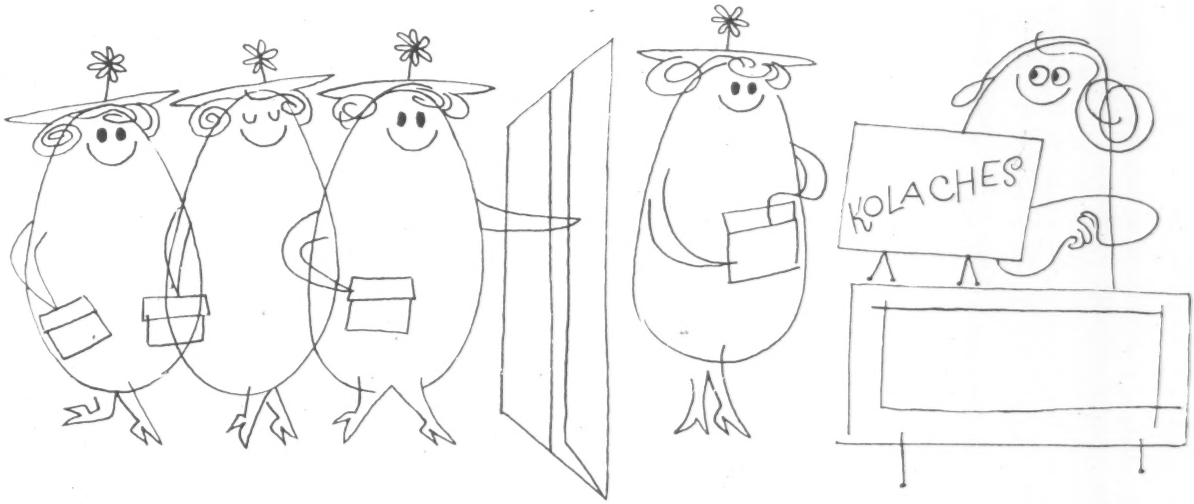
Once upon a recent smiling noon hour Smiling Dean Landfear, M.C. of our Voice of Iowa smiling audience participation show, gave 5,000-watt voice to a lady. She told the folks to hurry on down to an upcoming Bake Sale and grab kolaches.

(This could have been messy but the distaff bakers had the foresight to protect said kolaches with smiling wax paper.)

When the prune, apricot and cherry pits had cleared away 3,240 kolaches were missing.

(This was good because people paid good money for them, which is more than we can say for the commercial.)

Proceeds went to the local Sokol (a Czech gymnastic association whose purpose is body and character building. We don't know about character, but kolaches sure build body).



Do we have to spell it out? You practically can't beat smiling WMT when it comes to selling kolaches (okay: they're the Czech national sweet roll made famous by Bohemian Gypsies who—especially on week-ends when traffic is heavy—wouldn't set a table without a clutch of smiling kolaches. The middle is filled with goodies like prunes, poppy seed, apricots, cherries, cottage cheese, or sauerkraut).

WMT
CBS Radio for Eastern Iowa

Mail Address: Cedar Rapids • *Represented by the Katz Agency* • Affiliated with WMT-TV; KWMT, Fort Dodge

It was a pleasure greeting our many old friends and making new ones at the NAB convention last week. We have increased our nationwide listing of fine broadcast properties and cordially invite you to call or visit our nearest office for further details.

Blackburn & Company

NEGOTIATIONS

FINANCING

APPRAISALS

EAST
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

SOUTH
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

nighttime and 240 daytime broadcasts was examined. The findings: At night, the average alternate-week "long line-up sponsor" spent 4% more than his average "short line-up" co-sponsor—but reached 7% more homes. In daytime, the average "long line-up" sponsor spent 17% more but reached 28% more homes than his "short line-up" colleague.

Carl S. Ward, vice president and director of affiliate relations, analyzed triple-spotting and program clipping data compiled by Broadcast Advertisers Reports in 25 medium and small markets (BROADCASTING, March 16, 9). He said CBS-TV stations were involved less frequently than affiliates of other networks—the average CBS program was adjacent to "overtime breaks" 4.8 times in the 25 markets during the measured week, against 7.1 in the case of NBC-TV programs and 10.1 for ABC-TV, according to his analysis. But "the great majority" of affiliates and the network itself are bound to suffer if even this level of abuse is continued, he warned.

News Coverage • Sig Mickelson, vice president and general manager of CBS News, reviewed the Berlin crisis, which he called "overwhelmingly important," and said the time has come when the networks must keep "maximum information' moving to the public.

George Bristol, operations director for sales promotion and advertising, reported that $3,736,829 worth of promotion and advertising—including on-the-air promotion—is devoted by the network to its sponsors' programs each week.

Paley, Stanton tie in salaries at CBS

CBS Inc.'s top two officers came off even in salaries during 1958, the company reports to its stockholders in a proxy statement in advance of the annual meeting April 15. William S. Paley, chairman, and Dr. Frank Stanton, president, each earned $327,884.86.

Mr. Paley earned somewhat more in fringe benefits, the company alloting $35,584 for his pension plan against $24,625 for Dr. Stanton.

Other salaries of top CBS officials noted in the proxy statement, and the amounts set aside for their pension plans, were:

Louis G. Cowan, president of CBS-TV, $111,825 and $13,996; Merle S. Jones, president of the CBS Television Station Div., $107,669 and $14,483; Arthur Hull Hayes, president of CBS Radio, $81,154 and $11,701; Arthur L. Chapman, president of CBS-Hytron, $81,154 (no pension plan); Goddard Lieberson, president of Columbia Records, $59,999 and $8,115, and Henry C. Bonfig, vice president for marketing services, $50,961 (no pension plan).

Mr. Paley owns 855,997 shares of CBS stock; Dr. Stanton 148,727 shares.

Job security

CBS-TV last week claimed superiority in all sorts of things, including working conditions for close relatives of agency and advertiser people.

To get a line on the CBS-TV "corporate image" in the minds of top agencies and advertisers, network officials told their affiliates' convention (see page 88). Audits & Surveys Co., an independent firm, was hired to query 104 influential executives in 30 major agencies, plus 35 leading advertiser executives.

If a close relative of yours were offered the same job at the same salary at all three tv networks, which would you advise him to accept?

Of those who replied, CBS-TV reported, 81% named CBS, 13% named ABC and 8% named NBC.

The reasons of those nominating CBS-TV? "Stability," said CBS-TV.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• Transcontinent Television Corp. and Marietta Broadcasting Inc.: Combined into $30 million new Transcontinent set-up (see story, p. 86).

• WJAR-AM-TV Providence, R.I.: Application for $6 million sale filed with FCC (see story, p. 94).

• WSAI-AM-FM Cincinnati, Ohio: Sold to Consolidated Sun Ray Inc. (CLOSED CIRCUIT, March 16) by Sherwood Gordon for almost $2 million. Sun Ray owns WPEN Philadelphia and the recently purchased WALT Tampa, Fla. (awaiting FCC approval). R. C. Crisler & Co. handled the sale. WSAI is on 1360 kc with 5 kw, directional antenna night. WSAI-FM is on 102.7 mc with 14.7 kw.

• KLEO Wichita, Kan.: Sold to Lee Vaughn and Merritt Owens by Harry Patterson and William O'Connor for $210,000 including liabilities, for two-thirds interest. The sale was handled by Blackburn & Co. KLEO is on 1480

kc with 5 kw, day, 1 kw, night, directional antenna different pattern day and night, and is affiliated with NBC. (This is a corrected version of the sale of KLEO which by error was previously listed under its old call letters KANS.)

• WEER Warrenton, Va.: Sold to Radio Associates Inc. by George Oleson and Arthur Kellar, who retain WEEL Fairfax, Va., for $65,000. Radio Associates is owned by Thomas Strothman, Francis Lambert and George G. Gatley. The sale was handled by Allen Kander & Co. WEER is on 1570 kc with 500 w, day.

Rival affiliates wooed by ABC-TV

ABC-TV last week issued an implied invitation to stations with primary CBS-TV and NBC-TV affiliations to switch to ABC.

The pitch came during ABC-TV's "Go Right to the Top" presentation for affiliates—secondary and basic—at the Sheraton Blackstone Hotel in Chicago March 15. A heavy turnout greeted a battery of ABC-TV executives in a reprise of the network's earlier New York production (BROADCASTING, March 16).

Oliver Treyz, ABC-TV president, cited A. C. Nielsen data purporting to show that if either of the other two networks were to insert a handful of ABC-TV top-rated programs into their schedules, they would stand to increase substantially their share-of-audience figures.

Mr. Treyz directed his remarks at broadcasters in two- and three-station markets. He reiterated the competitive picture in 24 markets in which all three networks have "equal facilities" and for which ABC-TV claims to have raised its average evening ratings for half-hour time periods to a point of being a close No. 3.

Affiliates seemed generally enthusiastic about ABC-TV's 1959-60 programming plans, though the network tended to gloss over daytime tv in its presentation (as it did in New York). Government and press representatives also attended the relatively open conference.

Daytime tv came up for discussion at the ABC-TV Station Affiliates Assn. meeting March 15, devoted largely to business matters, including election of new officers (see separate story). About 50 members reviewed ABC-TV programming for 1959-60 and took up other issues, including triple-spotting, audience ratings and other topics. The business meeting was a followup to the affiliates' session in Las Vegas, Nevada, in late February (BROADCASTING, March 2).

Multiplying opportunities

The 1959 NAB convention recorded some important history for everyone associated with the industry.

From our sideline outpost, it was a pleasure to greet so many old and new friends. We left Chicago with considerable information of value to prospective buyers or sellers of broadcasting properties.

A post-convention contact with us now may be very timely in your future planning.

It's been our business over many years to blaze the trails for TV-Radio executives who want the facts.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Important Radio and Television Stations

WASHINGTON	**1625 Eye Street N.W.**	**NAtional 8-1990**
NEW YORK	**60 East 42nd Street**	**MUrray Hill 7-4242**

ANOTHER TV PROBE
Rep. Brown to air small business access

A House subcommittee last week announced plans to conduct an investigation "to see if small business is getting a fair opportunity to advertise" on television. The five-man subcommittee of the Small Business Committee is headed by Rep. Charles H. Brown (D-Mo.), who was in the advertising and radio fields before his election to Congress in November 1956.

Specifically, Rep. Brown said the investigation would cover these points:

"1. Under the broad language of existing federal laws pertaining to broadcasting, what practices and policies have developed which affect small business?

"2. What program and time periods on television are reserved exclusively for the larger national network advertisers?

"3. What programs and time periods on television are available to smaller regional and local advertisers?

"4. Are present laws and administrative procedures adequate to assure small business a fair chance to advertise on television?

"5. What might be done to improve the existing laws in this field?"

The investigation will be "painstaking and factual," Rep. Brown said. "The subcommittee staff will first compile a survey of current time-selling practices in the tv industry and will contact small business firms and advertising agencies regarding their experiences in purchasing television advertising." Hearings will follow, he said, although they will not be in the immediate future.

Other members of the subcommittee are Reps. Joe L. Evins (D-Tenn.), Sidney R. Yates (D-Ill.), Howard W. Robison (R-N.Y.) and William H. Avery (R-Kan.). The inquiry was ordered as a result of complaints from small advertising agencies and businesses received by Rep. Wright Patman (D-Tex.), parent committee chairman.

Rep. Brown asked for, and was given the assignment of heading the investigation. From 1945-55, he headed Brown Radio Productions Inc., Memphis and St. Louis. During much of the same period, the 38-year-old congressman headed his own agency Brown Bros. Adv., also with offices in Nashville and St. Louis.

He also managed KYTV (TV) Springfield, Mo., during its first months on the air in 1954, was with KWTO Springfield, and Gardner Adv. in St. Louis from 1942-45.

In its investigation of tv advertising availabilities, the subcommittee will use staff members of the parent Small Business Committee and will not have its own staff, as such. Bryan Jacques is the committee's staff director and Everette MacIntyre is the chief counsel.

Court hears Justice, FCC on ch. 2 shift

The FCC and the Justice Dept. threshed over their differences as to what ought to be done in the Springfield-St. Louis-Terre Haute deintermixture rulemaking in arguments Thursday (March 19) before the U.S. Court of Appeals for the District of Columbia.

The court's decision upholding the FCC shift of ch. 2 from Springfield, Ill., to St. Louis and Terre Haute, Ind., was returned last October by the U.S. Supreme Court after an appeal by Sangamon Valley Tv Corp., unsuccessful applicant for ch. 2 at Springfield. The high court returned the case to the lower court for reconsideration in the light of Capitol Hill testimony—not available to the lower court at the time it made its March 1958 decision—that KTVI (TV) St. Louis made *ex parte* representations to the FCC in the deintermixture case.

The Justice Dept. followed its brief filed last month (BROADCASTING, Feb. 9) in holding that the alleged *ex parte* activities, though made in a rulemaking instead of an adjudicatory case, are grounds for ordering a full-scale hearing by the FCC. Justice also is asking for another proceeding to determine if any FCC member contacted by KTVI should be disqualified in the proposed full-scale hearing. Justice noted that some of the KTVI contacts with FCC members took place after cut-off dates imposed by the FCC's own rules in the case.

FCC's new assistant general counsel

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.4% SHARE OF AUDIENCE

According to December 1958 ARB we average 79.4% of audience from Sign On to Sign Off 7 days a week. During 363 weekly quarter hours it runs 80% to 98%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Crossett Company—producers of lumber, paper, chemicals and charcoal —Crossett, Arkansas.

Nothing else like it in Greater New York

IN PROGRAMMING: The voice of WVNJ is unique. It's the only radio station in the entire Metropolitan New York area that plays just Great Albums of Music from sign on to sign off — 365 days a year.

IN AUDIENCE: So different, too. So largely adult — so able to buy — so able to persuade others to buy. And in Essex County alone (pop. 983,000) WVNJ dominates in audience — in quality of audience — and in prestige.

IN VALUE: It delivers the greater New York audience for less than 31c per thousand homes — by far the lowest cost of any radio station in the market.

RADIO STATION OF The Newark News

national rep: Broadcast Time Sales • *New York, N. Y.* • *MU 4-6740*

WVNJ

Newark, N. J.— covering New York and New Jersey

Sell Flint

home of great '59's... set for a record '59

Two great cars for '59, BUICK and CHEVROLET, mean great things right now for this World's largest General Motors plant city. They're made in Flint . . . and backed-up by AC Spark Plug, Fisher Body, and Ternstedt . . . all going full speed. Sell this big, rich market . . . and all of Northeast Michigan, too . . . on W F D F.

N B C Affiliate . . . 910 on the dial

Represented nationally by

the KATZ AGENCY

for litigation, Max Paglin, said the language of the FCC rule confining representations to those made on the record and setting up a cut-off date for representations was not what the FCC had intended. The representations made by KTVI were not improper, were in keeping with the Administrative Procedures Act and are traditional in such "informal" rulemakings as the ch. 2 deintermixture, he said.

Intervenor KTVI said the FCC rules for rulemaking procedures do no more than paraphrase the applicable part of the Administrative Procedure Act.

Sangamon's Side • Sangamon Valley said it agrees with the Justice position, but also feels the FCC should reconsider the merits between it and WMAY-TV Springfield, which was granted the ch. 2 permit in Springfield by the FCC before the deintermixture shift. The Sangamon Valley ch. 2 application had been denied at the same time.

WMAY-TV, although it opposed the shift of ch. 2, said it does not believe any impropriety is involved in the KTVI talks with the FCC.

Judges hearing the argument last week were Henry W. Edgerton, Charles Fahey and Walter M. Bastian.

Contested Outlet sale goes to Commission

Application for the sale of about 55% of the Outlet Co., owner of WJAR-AM-TV Providence and the Outlet Co. department store in that city, was filed at the FCC last week in the face of a preliminary injunction by the Superior Court of Rhode Island restraining the sale (BROADCASTING, March 9).

A group representing five blocks of Outlet Co. stock, held by the Industrial National Bank of Providence asked an FCC okay on the sale to New York realtor William Zeckendorf and Denver broadcaster John C. Mullins for a total of $12,480,400. The stockholders said they will appeal the injunction.

Store Disposal • It was revealed in the application that the purchasers plan to resell the department store for a "minimum" of $4 million dollars and reap a "tax refund and saving" of more than $2 million, resulting, in effect, in an outlay of about $6 million for the Providence radio-tv properties. Proposed purchaser of the Outlet Co. department store is Roger L. Stevens, New York realtor and Broadway producer, who originally was a part of the Zeckendorf-Mullins purchase syndicate (BROADCASTING, Jan. 26; Dec. 15, 8, 1958), but withdrew in mid-December.

The Zeckendorf-Mullins group, 91065 Corp., is owned 100% by Tv Denver Inc., licensee of KBTV (TV) Denver, which is controlled by Mr. Zeckendorf.

The contract gave the purchasing group an option to meet the price offered by any other purchaser. Stock involved is 55,230 shares of common stock out of a total of 99,420 shares at $120 per share.

Objecting • The sale was contested by Joseph Samuels (Dody) Sinclair, general manager of WJAR-AM-TV and grandson of the founder of the stations and department store.

The sales contract provides that the buyers must obtain 70% of the Outlet Co. stock and that the contract must be approved by FCC within six months.

Hansen to retire

Victor R. Hansen, head of the Justice Dept.'s Antitrust Div., has told Attorney General William Rogers that he plans to resign in the near future. No date has been set for Mr. Hansen to leave Justice nor have any formal steps to this end been taken.

Mr. Hansen, who has been antitrust chief the past three years, wants to return to his native California. He already has disposed of his Washington home and Mrs. Hansen has returned to the West Coast. He said he has not discussed a successor with Mr. Rogers but indicated that the choice of Robert A. Bicks, assistant antitrust chief, would be a "very fine appointment."

Hurry up & wait

Sometimes it doesn't pay to b too conscientious in bureaucrati Washington. Take the case o FCC Chairman John Doerfer an Comr. T. A. M. Craven wh passed up the NAB banque Wednesday night, highlight of th annual broadcasters' convention to return to Washington for a Thursday appearance before th Senate Commerce Committee. The other commissioners left Chicago on the first plane Thursday morning and had a government car waiting at the Washington airport to rush them to the Capitol.

The end result—late Thursday morning the hearing was postponed until Friday. Committee Chairman Warren Magnuson (D-Wash.) was at home with three broken bones in his foot, which is in a cast; Sen. John Pastore (D-R. I.), No. 2 Democrat and chairman of the communications subcommittee, was in his home state, and No. 3 Sen. Mike Monroney (D-Okla.) had a Pentagon conference.

Buildings . . . Color . . . and

NATIONAL STEEL

Now you can have a modern building in beautiful factory-applied color—a major new advance in pre-engineered buildings brought to you by National Steel through its Stran-Steel Division.

Now for that new store, manufacturing plant, warehouse or farm structure, you can select a fine building made of steel, with the special elegance of one or more lustrous Stran-Satin colors: blue, green, rose, bronze, white or gray.

Yes, National adds the magic of color to the many features and functions that have already made Stran-Steel buildings a mainstay of commerce, industry and agriculture. For here are easily insulated buildings that cost less to heat or cool. Handsome buildings that are low in first cost, low in maintenance, too.

Pre-engineered buildings in factory-applied colors* are typical of the many continuing advances that National Steel brings to American industry through its six major divisions: Great Lakes Steel Corporation, Weirton Steel Company, Stran-Steel Corporation, Enamelstrip Corporation, The Hanna Furnace Corporation, National Steel Products Company.

**For descriptive literature, write Stran-Steel Corporation, Detroit 29, Michigan.*

NATIONAL STEEL CORPORATION, GRANT BUILDING, PITTSBURGH, PA.

NATIONAL STEEL

1958 EIA REPORT
All sets at new high, industry 5th largest

There were 96 million home radio sets, 47 million auto sets and 49.7 million tv sets in use in the U. S. at the end of 1958, Electronic Industries Assn. reports in its annual *Electronics Industry Fact Book*, now being distributed.

This compared with 95 million, 35 million and 46.1 million respectively in 1957, EIA said.

Factory sales for the entire electronics industry totaled $7.94 billion, up from $7.8 billion in 1957, EIA said, but factory billing of tv sets was $686 million, down $145 million from 1957, while radio sets were down from $350 million to $326 million.

EIA said the electronics industry held its place as the fifth largest manufacturing industry and that electronics industry business totaled $13.3 billion when distribution, servicing and broadcasting revenues are added. The increase of $140 million in electronics manufacturing was attributed to increased sales of military and industrial products.

Tv Set Slide • The tv set production figure for 1958 was 4,920,428, about 23% less than 1957's 6,399,345. Retail tv set sales dropped 23%, from 6,560,220 to 5,140,082. Radio set production was 11,747,000, a drop of 2.8 million from 1957.

The manufacture of tv sets for January showed an increase over sets produced in December 1958, EIA also reported last week, while radio set production showed a decline. Sales of both items dropped from December levels, however.

January tv production totaled 437,026 sets (35,841 with uhf tuners), compared to 414,850 in December and 433,983 in January 1958. There were 501,704 tv sets sold in January, considerably less than the 649,514 receivers purchased in December and 581,486 a year ago.

Radio set output for the first month of 1959 totaled 1,124,737, including 420,052 car radios, EIA reported. Last December, 1,525,744 radios (including 558,767 for cars) were produced, while the figure was 1,026,527 (including 349,679 for automobiles) for January 1958. Consumers purchased 700,490 radios in January, excluding auto sets, compared with 1,044,838 in December 1958 and 534,640 a year ago.

Fm Output • Fm radio production in January totaled 30,235 sets. No comparative figures for a year ago are available.

Factory sales of both receiving and tv picture tubes increased in January while transistor sales declined, EIA announced. Over 31 million receiving tubes were sold in January, worth $26.8 million, compared with 28.5 million (value $25.1 million) in December and 26.8 million (value $23.2 million) in January 1958.

Picture tube sales reached 784,906, worth $15.2 million in the first month of 1959, compared with 649,031 (value $12.6 million) in December and 621,910 (value $12.3 million) a year ago. Sales of transistors declined in January to 5,195,317 units (value $13.6 million) from the 5,627,700 units (value $16.6 million) sold the previous month. Just under 3 million transistors were sold in January 1958.

New Ampex stock

The Securities & Exchange Commission announces that Ampex Corp., Redwood City, Calif., has filed a registration statement proposing to offer 204,191 common shares to current stockholders of record at the rate of one new share for each 10 shares held. Principal underwriters are Blyth & Co. and Irving Lundborg & Co. with the price per share to be determined later. The registration statement also includes an additional 206,250 shares to be issued to holders of warrants attached to Ampex' 5% sinking fund debentures. Part of the proceeds of the sale will be used as initial capitalization for a new subsidiary.

Collins Radio report

Collins Radio Co., Cedar Rapids, Iowa, reports earnings of $986,227 on sales of $48,159,000 in the six months ended Jan. 31.

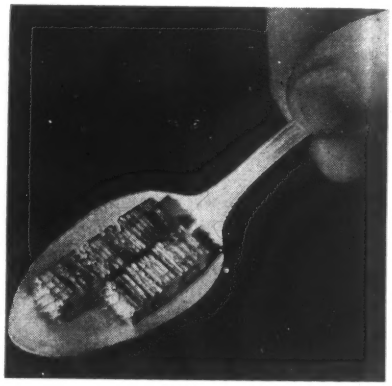
After deduction of preferred dividends paid in the amount of $122,422, earnings were 57 cents a common share. In the comparable period a year ago, Collins reported an operating loss of $171,021 on sales of $49,488,000. The company's backlog at Jan. 31 had increased to $175 million from $131 million at the July 31, 1958 fiscal yearend. The backlog of commercial orders stood at $20 million compared with $17 million at the yearend.

Sylvania now merged

The projected merger of Sylvania Electric Products Inc. into General Telephone Corp. to form General Telephone & Electronics Corp. (BROADCASTING, Feb. 16, Jan. 12; Nov. 17, 1958), is final. Sylvania, now a wholly-owned subsidiary of GT&E, continues operations as a separate entity. Elected to office in the parent corporation at the board of directors' March 5 meeting: Donald C. Power, former GTC president, chairman, and Don G. Mitchell, who continues as chairman of Sylvania, president.

Most miniature yet: new micro-module

RCA and the U. S. Army Signal Corps showed off their latest trick in electronic miniaturization last week: the micro-module. Although far from ready for civilian application, it represents another step in the engineers' determination to decrease the size while increasing efficiency of electronic gear.



Next: wristwatch radios

In essence, a micro-module is a series of wafers encased in plastic (see cut). It measures 3/10 of an inch on each face. Each wafer is designed to do the job now performed by a conventional component (resistors, transistors, diodes, etc.), while the assembled micro-module operates as a complete circuit (amplifiers, oscillators, etc.).

Immediate applications will be in military gear, including such missile applications as satellites as well as such tactical equipment as improved helmet radios that replace earlier walkie-talkie devices.

Future civilian applications might include "wrist watch" radios and "picture on the wall" television. RCA emphasized it would be at least two or three years before work was even begun in those areas.

RCA is the prime contractor to the Signal Corps on the micro-module program, which began with a two-year, $5 million budget which officials hope to expand to a four-year, $13 million project.

SUCCESS STORIES

One of a series of salutes to successful Radio and TV stations across the nation . . . and to the Northwest Schools graduates who have contributed to their success.

KTWO Casper Wyoming

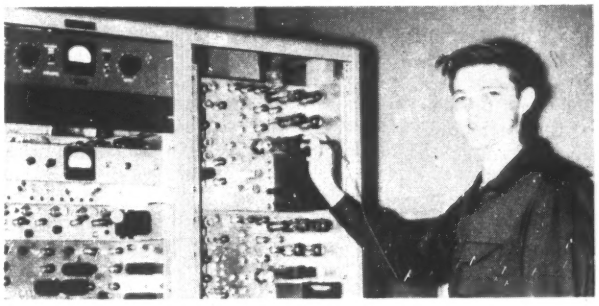
Salute to KTWO-TV—the first TV station in Central Wyoming and the first inter-connected station in Central Wyoming . . . located in Casper—Wyoming's first market and largest city.

KTWO-TV started telecasting on March 1st, 1957, with a power of 208 watts and an antenna height of 5120 feet above sea level. In January 1958 power was increased to 28,500 watts and antenna height moved to 7797 feet. KTWO-TV is an affiliate of NBC and ABC.

BOB BERGER, General Manager

Here is what Bob Berger says about his experience with Northwest Schools Graduates:

"Both of these men do outstanding work and we are quite pleased to have them on our staff."



WILLARD DAMOURS

Willard Damours, Northwest graduate, has been employed at the station since original air date and is now transmitter engineer, in sole charge of transmitter operations.

DONALD MacCAMBRIDGE

Another grad, Donald MacCambridge joined KTWO-TV on December 15, 1958 as a trainee . . . has now become a full-fledged director.

For further information
on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 3-7246
737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood

FATES & FORTUNES

Advertisers

• WILLIAM H. GAINES, formerly sales manager of Kay Daumit division of Colgate-Palmolive Co., appointed general sales manager of Charles Antell division of B. T. Babbitt, N.Y.

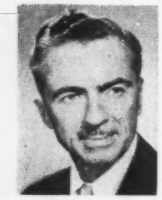
• JAMES B. ASH, formerly assistant manager of public relations, Lukens Steel Co., Coatesville, Pa., appointed public relations director of Curtiss Candy Co. (Baby Ruth, other candies), Chicago.

• K. N. JOLLY, assistant to chairman, named director of corporate relations of Campbell Soup Co.

• WILLIAM ELDRIDGE, formerly account executive for packaged goods, Leo Burnett Co., named product manager in household products division, Colgate-Palmolive Co.

• STUART V. D'ADOLF, formerly of *New Haven* (Conn.) *Journal-Courier*, to press section of public relations department, Borden Co., N.Y.

Agencies



Mr. Tyler

• WILLIAM D. TYLER, with Benton & Bowles since 1958 as vp in charge of creative services, elected executive vp.

• COURTENAY MOON, vp and radio-tv director, and BOB FOOTMAN, account executive, both of Guild, Bascom & Bonfigli, S.F., join Johnson & Lewis, S.F., as principals and vps.

• TOM MALONEY, account supervisor, Dancer-Fitzgerald-Sample, Bristol, Pa., to Brown & Butcher, N.Y., as vp with Thiokol Chemical Corp., Bristol, Pa., account. Also to B&B: TOM JOHNSTON, account executive, and ROY WEBER, copy director.

• RENA L. NELSON, copywriter on Oscar Mayer (meats) and Quaker Oats account at Wherry, Baker & Tilden, Chicago, and previously copy chief, Grant Adv., that city, elected vp of WB&T.

• NORMAN WINGERT, head of production; JOE GEYER, art director, and GEORGE VIOLANTE, copy chief, elected vps of Schwab, Beatty & Porter, N.Y.

• EDWARD G. COMSTOCK, senior vp of Cunningham & Walsh, N.Y., to agency's executive committee.

• HARRY M. BILLERBECK, vp, media director and director of H. B. Humphrey Alley & Richards Inc., recently merged with Reach, McClinton & Co., has resigned, effective April 1.

• CHARLES H. BROWER, president of BBDO, will receive plaque given each year by Rutgers U. to alumnus who has "served his community, professional field and the university with distinction," at alumni dinner, April 4.

• WICKLIFFE W. CRIDER, supervisor in radio-tv department of Young & Rubicam, N.Y., named vp.

• DAVID L. HOWLETT, public relations director in Chicago office of Western Adv., elected vp in charge of publicity and public relations.

• GEORGE MCGARRETT, formerly of NBC-TV as executive producer, appointed program supervisor in tv department of Lennen & Newell Inc., N.Y. Mr. McGarrett was previously with Young & Rubicam as program manager of radio department and with CBS as commercial program manager.

• ROBERT ROSS, formerly account executive of Tatham-Laird, Chicago, to Arthur Meyerhoff & Co., that city, in executive-administrative capacity and as member of plans board.

• WILLIAM F. FORCE, 45, copy group supervisor, BBDO, N.Y., died following heart attack March 18 in New York.

• ALLAN KAUFMAN, copy chief of Johnson & Lewis, S.F., to Weiner & Gossage, that city.

• STAN M. GOLDSTEIN, formerly of Food Fair Stores Inc., Phila., to Arndt, Preston, Chapin, Lamb & Keen Inc., that city, as creative director of tv-radio. DONALD C. HOEFLER, formerly editor of *Electronics* magazine, to public relations staff of agency.

• ROSWELL H. EATON, formerly director, secretary and treasurer of Henri, Hurst & McDonald, Chicago, named treasurer and member of executive committee of Henderson Adv., Greenville, S.C. PETER M. SOUTTER and J. B. MAJETTE JR., both formerly of BBDO, N.Y., join Henderson as account executives.

• MARSHALL HAWKS, radio-tv director of Emery Adv., Baltimore, elected vp, and MRS. GRACE C. TAVENNER, assistant treasurer, named treasurer.

• AL BUFFINGTON, formerly vp in charge of production, Fidelity Films, Hollywood, to Beckman • Koblitz Inc., L.A., as creative director.

• JON ROSS, partner of Ross/Reisman/Naidich Inc., L.A., has left to form new agency, Jon M. Ross Adv., with offices at 1717 N. Highland Ave., Hollywood 28. Telephone: Hollywood 9-2205. MURRAY NAIDICH and EMIL REISMAN will continue to operate Ross/Reisman/Naidich at 7805 Sunset Blvd., L.A. 46.

Networks

Mr. Hladky

• JOSEPH F. HLADKY JR., president of KCRG-TV Cedar Rapids, Iowa, elected chairman of ABC-TV Stations Affiliates Assn. Other officers: BRENT KIRK, station manager, KUTV (TV) Salt Lake City, Utah, vice chairman; DONALD D. DAVIS, president of KMBC-TV Kansas City, secretary; HOWARD MASCHMEIER, general manager, WNHC-TV New Haven, Conn., treasurer. Mr. Hladky succeeds JOSEPH C. DRILLING, vp and general manager, KJEO-TV Fresno, Calif.

• JULIUS BARNATHAN, ABC-TV director of research, elected ABC vp.

• HENRY R. POSTER appointed manager of sales promotion for CBS Radio Spot Sales. LEON LUXENBERG, formerly presentation writer in CBS Radio advertising and promotion department, replaces Mr. Poster as director of network sales presentations. JOEL AZERRAD, previously of NBC-TV and Columbia Records, appointed art director of CBS-TV Spot Sales.

• DAVID FUCHS, copywriter in CBS-TV sales promotion and advertising department past three years, appointed manager of sales presentations for CBS-TV. LEONARD BROOM, copywriter in same department since 1956, appointed manager, program promotion, N.Y.

• GEORGE A. HEINEMANN, director of programs, WRCA-TV New York, appointed manager of public affairs for NBC.

• MILT FISHMAN, assistant director of radio and tv news for ABC's western division, promoted to director.

• ROBERT R. PAULEY, account executive of ABC since 1957, named network's eastern sales manager.

• EDDY MANSON, recording artist and conductor, signed as musical director and composer for CBS-TV's forthcoming series *Wonderful World of Little Julius*.

• DAVID BROWN, formerly executive producer of NBC-TV's *Haggis Baggis*, named producer of CBS-TV's *Captain Kangaroo*.

Mr. Summerville Mr. Carino Mr. Vath

• HOWARD (SLIM) SUMMERVILLE, general manager of WWL-TV New Orleans, has been granted leave of absence at his request because of health. LAWRENCE CARINO, general sales manager of WWL-TV, named acting manager, and JOHN L. VATH, with WWL since 1954, named general manager of WWL Radio. Mr. Summerville, who had been general manager of radio-tv, gave up his duties with WWL Radio several weeks ago because of demands upon his health. Mr. Carino was formerly general manager of KTNT-AM-FM-TV Seattle-Tacoma, Wash.

• WILLIAM H. HANSHER, technical assistant to President Hulbert Taft Jr. of Radio Cincinnati Inc., named vp in charge of engineering. DOROTHY S. MURPHY, company treasurer, and KEN CHURCH, vp in charge of radio operations and director of sales for radio-tv, named directors of corporation. Radio Cincinnati includes WKRC-AM-FM-TV Cincinnati, and WTVN-AM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala.; WBIR-AM-FM-TV Knoxville, Tenn.; WKYT (TV) Lexington, Ky.

• JAMES P. STORER, national merchandising manager of Storer Broadcasting Co.'s New York sales office, named national sales manager of WIBG Philadelphia. ROY M. SCHWARTZ, WIBG promotion manager, adds duties of program manager. GENII MACAULAY named assistant promotion manager.

Mr. Knorr

• FRANK KNORR JR., owner of WPKM (FM) Tampa, Fla., will be appointed station manager of WALT, that city, contingent upon FCC's approval of WALT's sale to Consolidated Sun Ray Inc. (WPEN-AM-FM Philadelphia), according to WILLIAM B. CASKEY, executive vp of WPEN (BROADCASTING, March 9).

• GENE TIBBETT has resigned as executive vp and general manager of WRMA Montgomery, Ala., to become partner (subject to FCC approval) and general manager of WLAU Laurel, Miss.

• LEON RIDINGS, sales manager of WBIR-AM-FM Knoxville, Tenn., adds

"Uncle Eddy"
MEATH

Starts Rochester Listeners off with a Morning Smile that lasts all day !

"Musical Clock"

6:00 to 9:30 A.M. MONDAYS thru SATURDAYS

He's not a comedian, not a wise-cracker, not the frantic D. J. type of guy.—Just a likeable, happy, warm-hearted young man who has an almost magical ability to make folks face each day with a smile on their face—and a song in their heart. His ten-year ratings never have been, nor ever will be, topped in Rochester!

Ed is a master of the "soft sell" that's extremely hard to resist. Availabilities on his show don't crop up very often, but you're welcome to join our waiting list. Write or phone!

WHEC

BASIC CBS
AM-TV
ROCHESTER

Member GANNETT RADIO-TV GROUP

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

duties of station director. DOC JOHNSTON, staff announcer, elevated to radio program director, replacing BOB AGEE, to radio sales staff. BILL DOOLEY, member of WBIR-TV production staff, named account executive, replacing TED BROSSEAU, to Knoxville branch of Nelson Chesman Adv.

Mr. Ferguson

• JAMES H. FERGUSON, general sales manager of Springfield Television Broadcasting Corp., elected vp for sales of its stations, which include WWLP (TV) Springfield, WWOR-TV Worcester, both Massachusetts, and WRLP (TV) Brattleboro, Vt.-Greenfield, Mass.-Keene, N.H. Mr. Ferguson joined Springfield in 1953 at WWLP.

• WARD L. QUAAL, vp and general manager of WGN-AM-TV Chicago, re-elected president of Quality Radio Group Inc. WILLIAM D. WAGNER, WHO-AM-FM Des Moines, Iowa, appointed secretary-treasurer and FRANK GAITHER, general manager of WSB Atlanta, Ga., elected to board as vp. Continuing on board until 1960: JOHN H. DEWITT JR., president, WSM Nashville, Tenn.; RALPH EVANS, executive vp, WHO Davenport; DONALD H. MCGANNON, president, Westinghouse Broadcasting Corp. (for KDKA Pittsburgh, Pa.; KEX Portland, Ore.; WBZ Boston, Mass), and Mr. Quaal. Directors re-elected to serve through 1961: GUSTAV K. BRANDBORG, vp and general manager, KVOO Tulsa, Okla.; JOHN B. TANSEY, general manager, WRVA Richmond, Va., and Mr. Gaither. ROY I. BACUS, commercial manager of WBAP Fort Worth, Texas, elected member. Also elected: JOHN DE-RUSSEY, WCAU Philadelphia (replacing JOHN L. VATH, sales manager, WWL New Orleans).

• WILLIAM DRIVER, 36, engineer of WOOD-TV Grand Rapids, Mich., died March 16 following major heart surgery in Ford Memorial Hospital, Detroit.

• SIDNEY E. LEIPZIG, 55, member of Broadcast Pioneers and formerly director of WOV New York artists' bureau, died March 16 in New York.

• JOSEPH B. GRIES, local sales manager of WBRE-AM-FM Wilkes-Barre, Pa., named general manager in charge of local sales, WBRE and WSCR Scranton, Pa., as well as station manager of WSCR. MEYER BERGSMAN succeeds Mr. Gries as local sales manager of WBRE.

• TOM W. MAHAFFEY, assistant advertising-promotion director, WJXT (TV) Jacksonville, Fla., named advertising-promotion director, succeeding PHIL MCMAHON.

Representatives

• ROBERT M. HOFFMAN, director of promotion and planning, WOR-AM-TV New York past 11 years, named director of marketing and research of Television Advertising Representatives Inc.

Programming

• NORMAN LOUVAU, formerly general sales manager of KRON-TV San Francisco, joins Screen Gems Inc., N.Y., as general manager of station operations. Mr. Louvau, explained President Ralph M. Cohn, will be responsible for negotiating for purchase of stations and ultimate supervision of their operations. SG intends to buy maximum allowable number of stations, added Mr. Cohn.

Mr. Van Volkenburg

• J. L. VAN VOLKENBURG, former president, CBS Television and now president of Pacific Ocean Park, Los Angeles, has been named to board of directors of Videotape Productions Inc., New York. Mr. Van Volkenburg has no stock interest in Videotape, which is equally owned by Ampex Corp., Minnesota Mining & Manufacturing Corp. and Howard S. Meighan, former CBS West Coast vp. Pacific Ocean Park is half owned by CBS and half by L.A. Turf Club.

• BOYD W. LAWLOR, merchandising sales manager, Community Club Services Inc., named general sales manager. LEN HORNSBY, formerly with Radio Advertising Bureau, appointed sales development manager.

• JOHN FEGELY GILBERT, 64, owner and director of School of Radio Technique, N.Y., died March 13 at his home in Bernardsville, N.J.

• MILFORD FENSTER, formerly of RKO Teleradio Pictures as director of central film procurement for RKO stations, to executive staff of MCA-TV.

• HERSCHELL G. LEWIS, formerly president of Lewis & Martin Films Inc., Chicago, resigns to become vp of newly-created industry program division of Fred A. Niles Productions, that city. ROBERT JOHNSON, producer of L&M, assumes presidency of firm.

• HERMAN LEVY, head of Universal-International's advertising department, joins Allied Artists Productions, Hollywood, as advertising manager.

Equipment & Engineering

Mr. Levy

• MAURICE L. LEVY, director of consumer products department since 1955, named vp of consumer products engineering, Emerson Radio & Phonograph Corp., Jersey City, N.J.; MARTIN RICHMOND, works manager of department, promoted to vp of consumer products manufacturing.

Mr. Richmond

• DONALD J. PLUNKETT, with Capitol Records past six years as New York director of recording, appointed president of Fairchild Recording Equipment Corp., N.Y.

• ROBERT S. CARUTHERS, formerly deputy director of research and engineering for International Telephone & Telegraph Corp., elected vp and technical director of the ITT Labs in Nutley, N.J.

Allied Fields

• PAUL E. MENNEG, manager of client services, Communications Counselors Inc., N.Y., elected vp.

• EDWIN C. MILLS, 77, general manager of American Society of Composers & Publishers during its 1941 battle with radio, died following heart attack in Los Angeles March 14. Mr. Mills joined ASCAP in 1919 as chairman of administrative committee and several years later was named general manager. He left the society in 1929 to become president of Radio Music Co. and rejoined ASCAP in 1932 as general manager. He resigned in 1942 to become director of Songwriters Protective Assn. and later became public relations and copyright advisor on West Coast.

• JOHN S. ROSE resigns as executive secretary to Los Angeles County district attorney to re-establish his own public relations counseling firm, John S. Rose & Assoc., at 8693 Wilshire Blvd., Beverly Hills. Telephone number: Olympia 2-0765.

Government

• PAUL GOLDSBOROUGH, director of telecommunications policy in office of Assistant Secretary of Defense for Supply & Logistics, retires, effective March 30. He will be replaced by WILLIAM HATTON, retired International Telephone & Telegraph vp.

'PAINTING ON LIGHT' FOR TV

Artist Andre Girard readies CBS-TV film

Modern technology and an artist's imagination have been joined in a tv film innovation, "painting on light."

French-born religious artist Andre Girard, after a year of experimentation in his Nyack, N.Y., home, has found a way to "breathe life" into paintings shown on television.

Mr. Girard noticed that fixed pictures on the tv screen exhausted the eye's attention in a few seconds while the same paintings on gallery walls did not fatigue the eye even after several minutes. So, he set out to correct the situation.

Mr. Girard calls his method "painting on light" because a light source is used to create brilliant luminosity in film backgrounds. This appears to make figures come alive and provides a three-dimensional effect in both color and black and white.

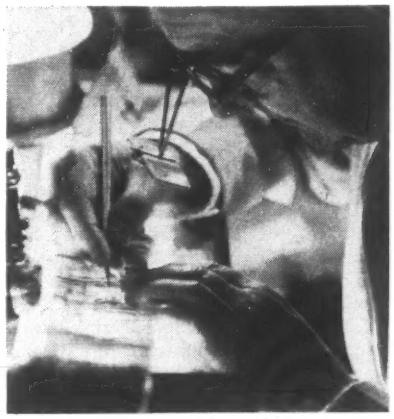
The public test will come Easter Sunday when CBS-TV will colorcast the first of two completed films, "The Passion and Resurrection," produced and sponsored by the National Council of Catholic Men.

One Man Studio • Working from sketches on paper strips, the 58-year-old artist painted mural-like scenes illustrating the New Testament text of the four gospels on 100-ft. strips of 70 mm film. These were mounted on cylinders and passed in front of a beam of light. The moving strips were photographed in 35 mm Eastman color as Mr. Girard controlled the speed of the cylinders. Since each scene is painted according to the length of time it is to be seen on the screen, the artist was also scenarist, film editor and director. The art work itself is a combination of sketching into the film emulsion and painting over the emulsion.

Although Mr. Girard painted and adjusted his home-made equipment with both color and monochrome set viewers in mind, there are differences in total effect. Color viewers have the advantage of seeing the artist's luminous colors, sometimes almost garish, sometimes a few brush strokes, sometimes simple ink line sketches, but always creating a mood or displaying an emotion.

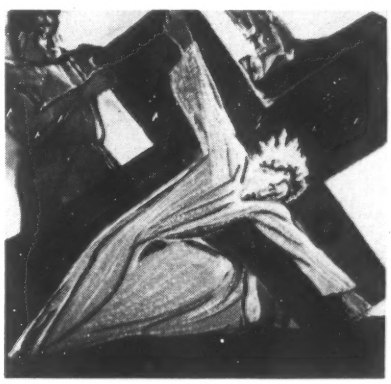
In monochrome, the shining whiteness of backgrounds and figures etched in the white glow, add a starkness unique to black and white tv. A more mysterious mood is effected.

In editing of the film, scenes hold longer where there is greater art detail. The sense of time passage is quickened with a flashing of less detailed portions. Narration by Msgr. John J. Dougherty, American tv representative to the Pontifical Commission for Cinema, Radio and Television, and a violin score played by Daniel Guilet, enhance the film movement.



'Painting on light' not easy

Artist Girard inspects 70mm film



Excerpt from new tv art

"The Passion and Resurrection," set for the special network showing March 29 (2:30-3 p.m. EST), will be followed by the second film, "The Sermon on the Mount," later this spring, according to Martin H. Work, executive producer and director of the NCCM.

New Art Form • Does the "painting on light" method have a future? Mr. Girard and Richard J. Walsh, radio-tv director for the NCCM, believe this is only the stepping stone to many artistic tv presentations. Both were afraid the method may be commercially abused before further technical advances are made. It is a new art form for tv and the standards should be kept high, Mr. Walsh maintained. Among possible future adaptations, Mr. Walsh suggested the method could be used for illustrating musical compositions, either in toto or as segments in a tv musical show.

Both of the new NCCM films represent a new interpretation of Mr. Girard's religious paintings of the past 40 years, which were presented in live tv productions of the *Look Up and Live* and *Lamp Unto My Feet* programs on CBS-TV in 1957 and 1958. CBS, impressed by the stature of the new films, is contributing toward the cost of the Easter presentation.

VTR sports angles exhibited by Ampex

Editing televised sports programs and the outlook for a new era in tv recording of major events were outlined at a Chicago news conference March 13 by Neal McNaughton, manager of Ampex Professional Products Div. Major tv networks and officials of the Squaw Valley Winter Olympics are studying use of Ampex VTR for the 1960 games, with the view of offering an edited package for U.S. and international telecasts.

Mr. McNaughton told newsmen that "Videotape has come of age insofar as sports are concerned and its use now seems to be unlimited." He cited video recordings of horseracing, football, coaching procedures and for judging horse races.

Utilization of Ampex VR-1000 equipment by the Los Angeles Rams to scout the San Francisco 49ers during an actual football game was demonstrated to newsmen, who also saw the VTR record of a delayed taped telecast of the 1958 U. of California-Stanford NCAA football contest.

Mr. McNaughton pointed out that

with Ampex facilities, racing fans can view the taped recording of an event seconds after it happens (Yonkers raceway in New York can post results of close races immediately), compared with a previous average of seven minutes for a decision.

Officials for the 1960 Winter Olympic Games are high on VTR in assisting judges to make almost instant decisions in disputed competition and for eliminating repetition of certain events, with a view to offering a more compact and digestible tv package, it was claimed. The Squaw Valley winter olympics organization was represented by Jack Geyer, its publicity director.

New MBS series

MBS is offering its affiliates a new series of five-minute *Inside Report* programs to augment the network's weekend schedule of five-minute *Operation Newsbeat* programs. Five experts in various fields of news coverage are being featured in a total of 16 weekly programs which the affiliates may reschedule to fit their particular weekend programming patterns, announced Blair A. Walliser, MBS executive vice president.

Reporters and their news topics for the series are: Dr. W. W. Bauer, director, Bureau of Health Education, American Medical Assn., "Health"; George Fielding Eliot, syndicated columnist, "Space Age"; Ernest K. Lindley, Washington bureau chief for *Newsweek Magazine*, "Washington"; Arnold Michaelis, interviewer, "VIP's," and Earl Wilson, syndicated columnist, "Broadway." Messrs. Eliot, Michaelis and Wilson present four broadcasts each on Saturdays and Sundays, while Dr. Bauer and Mr. Lindley are each scheduled for two weekend reports.

Vatican sets up unit

Pope John XXIII has created a permanent section of the Holy See to coordinate Catholic action in radio, tv and motion pictures.

The unit, a reorganized and broadened Pontifical Commission for Motion Pictures, Radio & Television (set up by Pope Pius XII in 1948), will be headed as before by The Most Rev. Martin J. O'Connor, of Scranton, Pa. Bishop O'Connor, rector of the Pontifical North American College in Rome, in effect becomes Catholic chief of mass media.

Pope John, in an Apostolic letter, says that he intends to seek improvement in those media that frequently attack "Christian morals and the very dignity of man."

The Pontifical letter extends his "paternal and insistent warning" to all those responsible for radio, television and movie productions. These persons, he said, should always "follow the dictates of a delicate . . . conscience. . . ."

WBTV (TV) pre-tapes weekend shows

The shifting of manpower for more useful functions, already a staple process in radio programming, is being applied to television at WBTV (TV) Charlotte, N.C., thanks to video-tape recording.

Since it received a prototype RCA vtr machine Sept. 5, 1958, WBTV has been pre-taping all weekend local shows (save news, weather, sports) in advance, freeing some personnel for other duties and virtually "darkening" its studios on Saturday and Sunday. It now plans to adopt an eight-hour day for crew members by pre-taping the following day's shows (on a schedule of roughly 4 p.m.-midnight).

The same labor-saving technique has been adopted by KRON-TV San Francisco. Harold P. See, general manager, says the technique of videotaping is not completely congruous with "automation." KRON-TV also tapes its next day's programs covering the sign on to 4 p.m.

Second Gear • WBTV was scheduled to receive a second conventional-type RCA tape-recorder with the close of last week's NAB convention, again with provision for color tv. RCA currently has seven prototype models in use, with six of them owned by NBC.

With its second unit, WBTV plans to tape the following morning's shows on the night before. It carries CBS-TV network afternoon and evening programs on weekdays and weekends. Among pre-taped programs are a studio wrestling show, a religious panel and other local fare. The wrestling feature is televised on Saturday (6-7 p.m.). News, weather and sportscasts naturally are handled live. WBTV operates from 7-12:30 a.m.

The majority of the station's local shows are video-recorded in monochrome, Thomas E. Howard, WBTV vice president-engineering and general services, reports. He adds that WBTV's technical staff will be slightly increased, rather than diminished, because of the new operational plans.

Charles H. Crutchfield, executive vice president and general manager of WBT-WBTV, feels that videotape provides another avenue for better utilization of labor manpower.

Among features of the advanced RCA video recorder equipment are a master erase head, built-in facilities and a cue track (see page 70).

Community Club shows plans at sales meeting

New concepts and operational plans of Community Club Services Inc. were highlighted at its first annual sales conclave last week in Chicago.

Community Club Services sets up CCA merchandising plans for subscriber stations and advertisers whereby local community groups receive benefits based on proof-of-purchase of products specified in the campaign.

Breakdown of the country into seven equal sales regions under individual directors, and a program of standardizing all Community Clubs Awards merchandising plans for stations were discussed. The latter move is to permit flexibility of staff assignments and also to present a set method of operation for each and every subscriber station. Only state not entirely in this pattern is Wisconsin, where state lottery laws prevent weekly awards. For stations there, it was said, CCA has developed a system of buying back the bonus points.

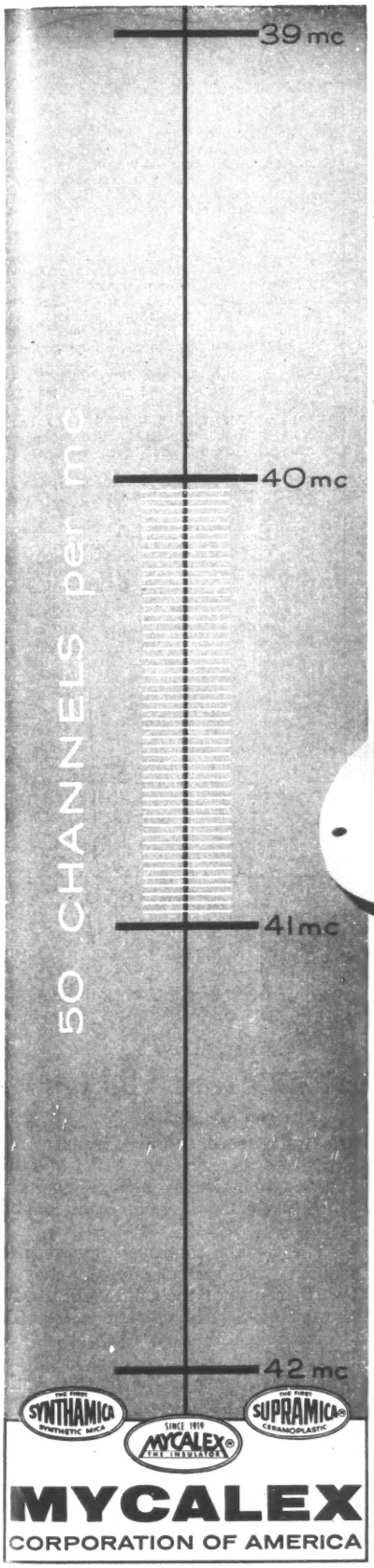
Charles H. Mullin, American Tobacco Co., discussed the recent mass purchase of CCA merchandising plans by his company and the goals of American Tobacco through CCA.

It was announced that CCA had signed three newspapers to a merchandising plan that parallels the radio one.

The three-day session was presided over by John Gilmore, Community Club Services president, and Executive Vice President William M. Carpenter. Among other speakers were Boyd W. Lawlor, just promoted to general sales manager, and Len Hornsby, new sales development manager (see FATES & FORTUNES, page 98).

Polk awards made

Long Island U., Brooklyn, N. Y., announced on March 6 the winners of 11th annual George Polk Memorial Awards for "distinguished achievements in journalism" in 1958, including following in radio-tv: Chet Huntley, commentator, and Reuven Frank, producer, for foreign reporting over NBC-TV; Gabe Pressman, WRCA-TV New York, for television reporting in New York area; Jay McMullen, writer-producer, for radio documentary by CBS News; Marya Mannes, radio-tv critic, *The Reporter*, for magazine reporting.



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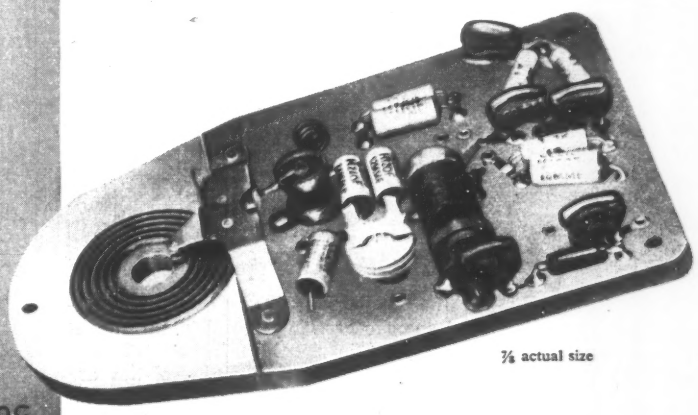

⅞ actual size

gives AVCO twice the channel capacity ... in far less space!

This amazingly compact AVCO oscillator circuit, built for a Signal Corps radio receiver . . . 32.5-57.5 mc . . . was made possible by the insulating qualities of its SUPRAMICA ceramoplastic base.

Over a temperature range, in this application, from –67°F to +167°F and, in other uses, at operating temperatures as high as 700°F, SUPRAMICA 555 shows no change, no warpage. It has *complete dimensional stability*. The fragile silver ribbon circuit is molded precisely and permanently in place. Numerous tuning crystals—and their problems—are eliminated. Frequency drift is reduced to an absolute minimum. Channel capacity is doubled.

Other advantages of SUPRAMICA 555: the base can be reproduced *exactly*; electrical loss is negligible; moisture absorption is nil; dielectric strength is high.

Mycalex Corporation of America makes a complete line of precision-moldable and machinable glass-bonded mica and ceramoplastic insulation materials to solve electronic design problems at operating temperatures up to 1550°F. To learn how we can serve you, write *today*.

General Offices and Plant: 123-A Clifton Blvd., Clifton, N. J.
Executive Offices: 30 Rockefeller Plaza, New York 20, N. Y.

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MOST WANTED!

Smilin'

Jack Woods

Throughout WOC Radioland these afternoons, the most-wanted sound for hire is WOC's matinee dandy, Smilin' JACK WOODS.

He's an irrepressible scalawag from out of Chicago. We taught him that good listening comes first at WOC, and he's been stealing listeners (and selling products) ever since.

Check your PGW Colonel or our Pax Shaffer for the price on Jack's head. Let us put *your* notch on *his* gun.

NBC

WOC

Col. B. J. Palmer
President

Ernest C. Sanders
Manager

Pax Shaffer
Sales Manager

Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES

DAVENPORT, BETTENDORF — IOWA

ROCK ISLAND, MOLINE, EAST MOLINE — ILL.

RADIO AM | FM

New re-run plan offered by NTA

National Telefilm Assoc., New York, is offering to sell to tv stations its re-run programming under a system called Program Security Plan which, the company claims, will enable outlets to acquire "a wide variety of programming without extensive financial commitments."

Michael M. Sillerman, president of NTA program sales, announced last week that under PSP a tv station acquires exclusive rights in its market for two or more packages without the usual requirement of buying the programs outright or making "substantial cash payments." The station chooses its programs and is given a specified period of time to sell or telecast them. Mr. Sillerman added that stations also are given discounts in proportion to their total PSP billings.

The films are being distributed through Famous Films, the re-run unit of NTA that is under the jurisdiction of NTA program sales. The Famous Films packages total more than 400 hours of programming and cover such series as *Sheriff of Cochise, China Smith, Orient Express, Holiday* and *Passerby*, among others.

Los Angeles schools buy KCOP (TV) time

Commercial KCOP (TV) Los Angeles began carrying weekday educational sessions for 27 local school districts March 2. The time and facilities are purchased from KCOP for $750 a week, covering a half-hour session each afternoon at 2:30. The schools provide the program material.

In financing the project the school districts use money from state school funds. A possible 1 million students can see the classes in school each day.

If the KCOP series is successful, the area's schools may become the largest buyer of tv in Los Angeles, it is anticipated. The etv programs eventually may have commercial sponsorship as the school board has no objection to ads appropriate for teenagers.

Daytime tv 'specials'

CBS-TV is preparing a series of at least six one-hour daytime "specials" designed to help the fair sex with some of its problems. Entitled *Woman!*, it is to be presented on a special preemption basis, with a production budget in the neighborhood of $60,000, a figure more in keeping with major nighttime network shows.

The first program, "Do They Marry Too Young?," is scheduled for May. Tape, film, and live studio presentation are to be used, with a tv personality as yet unnamed to preside. *Woman!* is under the guidance of Jules Fleming, who will have at his disposal the resources of the public affairs dept. of CBS News and the CBS-TV network program dept.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST):

CBS-TV

March 27 (8-9 p.m.) **High Adventure** with Lowell Thomas, General Motors through Cunningham & Walsh.

March 29 (9-9:30 a.m. New York only, 2-2:30 p.m. all except N.Y.) **The Passion and the Resurrection**, sustaining.

NBC-TV

March 23-27 (2-2:30 p.m.) March 30, 31, April 1, (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.

March 23-27, 30, 31, April 1 (2:30-3) **Haggis Baggis**, participating sponsors.

March 23 (9:30-11 p.m.) **Hallmark Hall of Fame**, Hallmark through Foote, Cone & Belding.

March 24 (8-9 p.m.) **Perry Como Special**, Pontiac through MacManus, John & Adams.

March 25, April 1 (8:30-9 p.m.) **The Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

March 25, April 1 (9-9:30 p.m.) **Kraft Music Hall**, Kraft through J. Walter Thompson.

March 26 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

March 26 (10:30-11 p.m.) **Masquerade Party**, Lorillard through Lennen & Newell.

March 27 (7:30-8 p.m.) **Northwest Passage**, sustaining.

March 27 (8-9 p.m.) **Ellery Queen**, RCA through Kenyon & Eckhardt.

March 28 (8-9 p.m.) **Perry Como Show**, participating sponsors.

March 29 (4-5 p.m.) **Magic With Mary Martin**, Gen. Foods through Young & Rubicam.

March 29 (8-9 p.m.) **Music With Mary Martin**, Timex through Doner & Peck.

March 30 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals through Parkson.

March 31 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

KGVO resolves issue

KGVO Missoula, Mont., has settled an argument about live broadcasts of the bi-weekly meetings of the Missoula City Commission by discontinuing coverage of the Commission, reports KGVO.

The point of controversy between the station and the Commission lay in whether or not the entire one to two hour meetings should be covered. The Commission, through Missoula Mayor Alan Bradley, said "yes." KGVO said "no." In a letter to the mayor, Station

be wise

K–MAR IZE

your advertising dollar; prevent it from shrinking!

$

KMAR—Winnsboro, La.

Si Willing, Manager

Continental Radio Sales Nat'l. Rep.

Manager John F. Graham noted that it is the radio station's responsibility to edit the news as it sees fit, as the broadcasting media do with presidential news conferences. KGVO had been covering the Commission proceedings for the past year, said Mr. Graham.

• Program notes

• Screen Gems Inc., N.Y., has released to tv a package of 40 two-reel comedies, starring the Three Stooges, to supplement the earlier tv group of 78 Stooges shorts distributed last fall. In addition, SG also is offering to tv 100 shorts from the Columbia Pictures Library, starring such comics as Buster Keaton, Andy Clyde, El Brendel, Sterling Holloway, Leon Errol, Billy Gilbert and Hugh Herbert.

Screen Gems also has announced its purchase of *the Brothers January*,

Uncle Miltie on stage • Milton Berle, with inscribed silver service tray memento in hand, receives a standing ovation at the March 7 dinner-show of the Academy of Television Arts & Sciences. Comic Berle was honored with the first "Close-Up" award that ATAS will present annually to a person prominent in tv achievement.

In the entertainment provided, Mr. Berle was placed on "trial" in comedy and musical skits on the stage of the Grand Ballroom of the Waldorf-Astoria in New York, some 1,000 ATAS members and guests attending. Among the many tv stars who took part were Phil Silvers, Jack Leonard (visible in background in his role as trial jury foreman), Jan Murray, Steve Allen, Arnold Stang, Tallulah Bankhead, Hal March, Dorothy Collins and Al Kelly. The lampoon proceedings were filmed with segments shown later on the NBC-TV *Today* show.

half-hour tv series planned for syndication, which will be produced under the supervision of Robert Sparks, director of syndicated film production. Donald Gold and Jonah Seinfield will write the series and also act as associate producers.

• NBC-TV's film version of *Fibber McGee & Molly*, planned for next season, will star Bob Sweeney and Cathy Lewis, both of whom have a background in situation comedy. Bill Asher will produce and direct the show, to be written by Bill Davenport. Serving as consultants are Don Quinn, originator of the radio series (which starred Jim and Marian Jordan), and Jim Jordan Jr.

• Paramount Pictures has embarked on its first tv film production with *Third Platoon*, which the studio is co-producing with Jaguar-Caron Productions, owned by Alan Ladd and Aaron Spelling. Mr. Spelling wrote the pilot script and will serve as producer and script supervisor of the series, with Mr. Ladd as executive producer. A Paramount spokesman described the co-production arrangement as "strictly a one-shot deal." The company's tv programming activities are regularly carried on through its subsidiary, Paramount-Sunset, which has made several pilots of tv series to be syndicated by videotape.

• Telerama Inc. has been organized with headquarters in Hollywood's Capitol Records Bldg. as sales and distribution arm for Telerama Ltd. of London. Production plans include four 39-installment tv series: one based on the international Boy Scout movement, one based on the Thames River Police and two others. Richard Morley, a founder of the Alliance of Television Film Producers, is president of Telerama Inc. and will also act as executive producer. Other officers: Fred C. Forsman, vice president and treasurer, and Morgan Stock, drama professor at Stanford U., secretary. Mr. Forsman identified in the company announcement as "a grandson and heir to the Pillsbury fortune," has gone to London to set up production.

• The pilot of *The Many Loves of Dobie Gillis*, produced by Martin Manulis for 20th Century-Fox, has been purchased by CBS-TV. Philip Morris Inc. (cigarettes), New York, will sponsor the initial 39 segments of the half-hour comedy series written by Max Shulman. The series is slated for telecasting in September (Tues. 8:30 p. m.).

ABC-TV two weeks ago bought 20th Century-Fox' *Adventures in Paradise*, hour-long dramas of the south seas by James A. Michener. Mr. Manulis plans

My Mommy Listens to KFWB

More mommies, more daddies, more everybodies listen to KFWB around the clock in Los Angeles...confirmed by Pulse and Hooper.
Buy KFWB . . . first in Los Angeles. It's the thing to do.

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151
ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.

Christmas With CCA

In a recent letter to Mr. William M. Carpenter, Executive Vice President of Community Club Services, Inc., Mr. Leo Hoarty, Manager of Radio Station WBOF, said the following:

Mr. Hoarty

"Once there was a time when I wondered about Christmas. It was a delightful holiday, but I had to look forward to a bleak and tough January. February was a bit better; we could chop down the tower for George Washington's Birthday. It took "real action" to get merchants advertising after they saw our Christmas bill.
Now I know what to do at Christmas. I spend the morning with the kiddies and the afternoon adding up all my Community Club Awards contracts (non-cancellable) which will enable me to relax in Florida knowing that January, February and March will be bigger than the fat November, December we just finished.
What more could I ask than a promotion which sells for me, the sponsors, and gains listeners. All we had to do was work, but we've always had plenty of that. Community Club Awards makes the work pay off and I heartily urge you to sell it to everyone but my competitor."

COMMUNITY CLUB AWARDS
PENTHOUSE SUITE
527 Madison Avenue
New York 22, N. Y.
Phone: PLaza 3-2842

FANTASTIC

says Mal Kasanoff, Promotion Director

KGBT-TV

HARLINGEN, TEXAS

"The way sponsors flocked to our Popeye Theatre was absolutely fantastic," says KGBT-TV's Promotion Director. He writes:

"We started out with just one sponsor. To sell him on the value of the program we suggested a contest requiring the audience to send in labels. Result: we received over 2 million labels, and the sponsor's sales went up 10%! At the end of 2 weeks five more sponsors jumped on the Popeye bandwagon."

And that's not all! KGBT-TV rolled up daily ratings of 22 to 25 against competition's 4's and 5's. Popeye's cumulative ARB rating hit 40.2—the highest of any show in the market! Now, KGBT-TV is adding the Warner Bros. cartoons to keep audience interest at its height. KGBT-TV is the latest in a long line of stations to cash in on U.A.A's two great cartoon packages. Make your station next!

u.a.a.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7-8553
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

Pigskin powwow • Television rights to the 1959 National Collegiate Athletic Assn. football schedule go to NBC. This will be the fifth consecutive season (eighth time in nine years) that the network has gained tv proprietorship of the national *Game of the Week*. NCAA members voted 153 to 11 in approving the 1959 plan, with the majority of the dissenting votes, as in the past, coming from the Western Conference. Taking part in negotiations last Monday (March 9): Tom S. Gallery (standing c), NBC sports director; Howard Grubbs (seated r), chairman of NCAA tv committee; Paul W. Brechler, Rix N. Yard (standing l and r) and Asa S. Bushnell (seated l), all members of the NCAA executive committee.

to put this series into production this summer. Two other pilots from the studio are being edited: *Whodunit* (murder mysteries) and *5 Fingers* (spy series).

• CBS Films reports more than $300,000 in sales on its new *U.S. Border Patrol* series, paced by the purchase of Genessee Brewing Co., Rochester, N.Y., through Marschalk & Pratt division of McCann-Erickson, N.Y., for alternate-week showing in Rochester, Binghamton, Albany-Schenectady, Syracuse, Buffalo and Watertown, all New York. Genessee will alternate with Amoco gasoline which earlier bought the series in 59 markets.

• Ziv Television Programs, N.Y., reports *Sea Hunt* has been renewed to date in 143 markets out of 186 carrying the first year of the series, with gasoline companies, brewers, banks and food companies prominent among the advertisers renewing.

• New Australian television stations BTQ Brisbane and ADS Adelaide have purchased *Wire Service* from ABC Films. The hour-long adventure series is reportedly the first U.S. film product used by these outlets.

• Flamingo Telefilm Sales Inc., New York, is adding a new series, *Juvenile Hearing*, now in production with Dave Wolper as executive producer and Art Baker as interviewer. The program is based on actual juvenile delinquency cases and youngsters involved will appear.

• WPIX (TV) New York has acquired U.S. tv rights to filmed interviews with Adolf Hitler's sister and associates from Associated Rediffusion of England. WPIX will run the series and subsequently it will be made available to other U.S. stations.

• International Racing Network, Daytona Beach, Fla., has been granted broadcast rights to all racing events at the new Daytona International Speedway. Broadcasts start April 4 with a twin-bill 100-mile U.S. Auto Club championship race and a 100-mile race for sports cars of unlimited engine size. The network was organized by Dick Huffman, president, and Pat Purcell, vice president. Mr. Huffman is manager of WNDB-AM-FM Daytona Beach, and Mr. Purcell is executive manager for the National Assn. for Stock Car Auto Racing Inc. Broadcasts are being made available to radio stations throughout the eastern U.S. exclusively in each city. Operations are

expected to expand to the West Coast by 1960.

• Decca Records Inc. and its Coral-Brunswick subsidiary have moved their New York office from 50 W. 57th St. to 445 Park Ave.; telephone Plaza 2-1600.

• Guild Films, N.Y., has acquired *Wonders of the World* and *Vagabond*, travel-adventure series. *Wonders*, in color, has been shown in "a few areas," and *Vagabond* ran twice in Los Angeles, the first time entitled *Wanderlust*. Guild has made these properties available to Inter World Tv Films, N.Y., for foreign distribution.

• GianTView Television Network, Ferndale, Mich., has released a 12-page handbook offering guidance on planning closed-circuit tv programs. The handbook covers costs and how to use closed-circuit. Latest models of projection equipment for mass audience closed-circuit reception are pictured and described. Copies are available from GianTView, 901 Livernois Ave., Ferndale 20, Mich.

• Cambridge Productions Inc., Minneapolis, announces that it has merged several film production and recording entities into ERA International Film & Recording Enterprises. The new company will produce tv series, commercials, newsreels, travelogs, religious films, educational films, feature movies and phonograph records. Address: Box 3646, Loring Station, Minneapolis 3.

• Two new network film-tv series have been announced by Harold Hackett, president of Official Films Inc., and M. Bernard Fox, president of Ben Fox Productions Inc. *Anchorage*, an action-adventure series featuring a journalist and his family, will make its locale at California yacht anchorages. *Criminal Attorney* will be an action-suspense hour focusing on the private and professional life of a New York lawyer.

• KDKA-TV Pittsburgh is making extensive use of tv-tape to promote its impending telecasts of the Pittsburgh Pirates' baseball games. Play-by-play man Bob Prince has been at spring training headquarters in Ft. Meyers, Fla., where he has video-taped interviews with ballplayers and coaches through the facilities of WFLA-TV Tampa.

• Jack Bailey, NBC and *Queen for a Day* are defendants in a $50,000 damage suit filed in Los Angeles Superior Court by the Red Ball Transfer and Storage Co. The complaint alleges that Redball lost business and its reputation was harmed when Mr. Bailey, *Queen for a Day* m.c., interviewed a lady who complained that Red Ball had lost her furniture, and quipped, "Red Ball isn't on the ball."

• MCA TV Ltd., New York, has announced that the Paramount Pictures library has been sold in a total of 37 markets to date and sales have topped the $55 million mark since the library was placed on sale less than a year ago. MCA purchased the features from Paramount for $50 million. Latest sales were to KFJZ-TV Fort Worth; WBNS-TV Columbus, Ohio; WMTW (TV) Portland-Mt. Washington, Me.; WLOS-TV Asheville; WNEP-TV Scranton; WAST-TV Albany; WTVJ (TV) Miami, and KBTV (TV) Denver.

• National Educational Television's *Briefing Session* (series on U. S. foreign and domestic policy) begins April 7 on U. S. educational tv stations, the National Educational Television & Radio Center has announced. Host-moderator will be Edward W. Barrett dean of Columbia U.'s graduate school of journalism. NETRC and NBC-TV share production costs ($170,000) for the 26 half-hour programs.

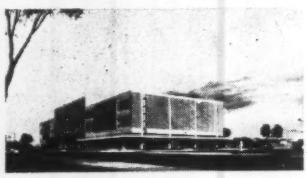
KARK REACHES MORE RADIO HOMES

THAN ANY OTHER LITTLE ROCK STATION

SEE PETRY FOR DETAILS ON NIELSEN SURVEY AND KARK'S BIG BONUS CIRCULATION

The link that serves
South Carolina's largest city
BEST
WNOK RADIO
TIME BUYER
Columbia, S.C.
CONSUMER
*
THE
NUMBER ONE STATION
IN COLUMBIA, SOUTH CAROLINA
* according to Pulse metro survey

Sears, Roebuck and Co.
Picks
Jacksonville



Sears, Roebuck and Co. has picked Jacksonville for its huge new multi-million dollar store—its largest retail store in the South. Sears' new store is a welcome addition to the rapidly expanding North Florida economy and it is evidence of Sears' faith in the State of Florida's Gateway City.

AND JACKSONVILLE
PICKS WFGA-TV

NBC and ABC Programming
Represented nationally by Peters, Griffin, Woodward, Inc.

(Third Of A Series)

WFGA—TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

Equal time critics

Lar (America First) Daly's request of equal time with other Chicago mayoralty candidates (BROADCASTING, Feb. 23) *has evoked newspapers criticisms of Sec. 315 in the Communications Act.*

The Chicago American *says:*

There is probably no constitutional way of refusing Lar Daly equal time for political speeches. Tv executives can hardly be granted the power to decide which candidates deserve to be heard by the voters.

News editors, however, must be able to decide what is news and what isn't—that is their job—and the fact that Lar Daly is running for office ceased to be interesting long ago. The tv stations should not be compelled to give time needed for important news to Daly's doings.

An editorial in the Chicago Daily News *remarks:*

Stupid as the equal time provisions are in themselves, we doubt that they are silly enough, under a fair interpretation, to require equal time for news shots.

It is simply not a fact that every individual is as newsworthy as every other individual.

It is not good morals or good sense to require equal treatment by any medium for persons widely unequal in responsibility, experience, and public interest.

The radio stations that complied with the ridiculous FCC order seriously offended their regular audiences and suffered real damage in the loss of paying time.

Viewers annoyed by Lar Daly's disruption of their entertainment should give thanks again, as many must have done before, that the press in this country, unlike television, is not licensed by the government.

The Washington Post *commented:*

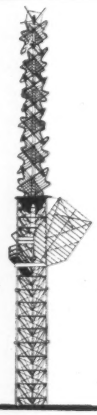
The absurdity of requiring equal time on the air for all candidates for a political office when any one of those candidates is heard or seen in a newscast is brought into sharp focus by the Lar Daly case. . . . The source of this straight jacket imposed on radio and television news is, of course, Sec. 315 of the Federal Communications Act. . . .

In any event, the ruling stands as a gross encroachment upon freedom of information in a democratic country. The broadcasting industry has an obligation to fight it in the FCC, in the courts and in Congress. Rep. Glenn Cunningham has offered a bill to draw the proper distinction between political broadcasts as such and the appearance of candidates in legitimate newscasts. Certainly that step will have to be taken if the Daly ruling is not changed by the FCC or the courts. But Congress should not stop there. It should also recast Sec. 315 so as to require fair play among the major candidates without trying to thrust minor factions and local crackpots into the major political leagues.

Canadian hits back

Station Break, *published for Canadian broadcasters by Walter A. Dales Writing Services, Winnipeg, has this to say about print media's "constant jibes at the 'commercialism' of broadcasting."*

Reader's Digest, which advertises in *Tide* that it provides "an advertising environment of highest quality, where you will find only products acceptable to all readers, only advertising that meets the highest standards of reliability," carried in a recent single issue 11 full pages of beer advertising, 7 pages for whiskey; 4 pages for wine; 2 pages for gin, and one full page for rum. This is quite acceptable to us at *Station Break,* but scarcely acceptable to all



PRICE
QUALITY
DEPENDABILITY
. . . make the DIFFERENCE!

TOWERS FOR ALL COMMUNICATION PURPOSES

TOWER CONSTRUCTION CO.
2723 Hawkeye Drive
SIOUX CITY, IOWA

Write for Free 92 Page Book!

Digest readers, unless they've had a cancellation recently from our Aunt Maude.

Maclean's Magazine, where the editors have created the impression that "commercialism" annoys them something awful, is no better. Page after page of liquor advertising, personal hygiene and other assorted material published for pelf proves that they are annoyed by commercialism in broadcasting only—not with the kind of commercialism in which they share the wealth.

Ratings and cash receipts

Old grads of the New York U. Graduate School of Business returning to their campus for Dean's Day Homecoming heard a seasoned salesman address himself to the assigned topic, "Tv Ratings—Bunk or Legitimate." The salesman: Manuel Yellen, vice president and director of sales, P. Lorillard Co.

. . . I sometimes wonder whether Madison Avenue people are not fighting among themselves for the highest tv rating, the lowest cost per thousand viewers and sometimes forgetting the purpose of all advertising—greater sales for the product.

. . . In analyzing the work of salesmen I learned that the mark of a successful salesman is determined by the number of orders he brought in each day and not by the number of calls he made each day. . . .

To me, a television show is just another salesman of great magnitude—one that is able to cover most of the country within the short period of a half-hour or an hour. His tv ratings tell me only how many calls he has made while he was out working.

. . . Of course, I like high ratings, but sensible advertising is not decimal advertising. . . .

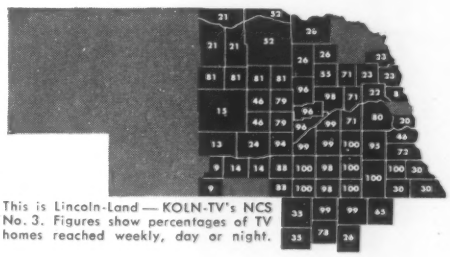
The art of journalism

Journalism, electronic or printed, is more than mere mechanics, John F. Graham, manager of KGVO Missoula, Mont., wrote to the editor of the Montana Kaimin, *a daily published by Montana State U. His explanation came when the paper criticized dismissal of KGVO's news director and reported KGVO was reducing news coverage. Asserting the report of curbing news was incorrect, Mr. Graham also continued to note:*

However, you have perhaps observed that journalism as a craft is not difficult to learn. Anyone with reasonable intelligence and a dexterity with words can acquire in a few months the ability to write a passable news story. What establishes journalism as an honorable

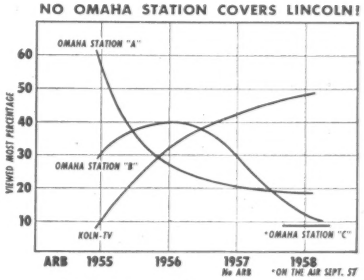
YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

NO OMAHA STATION COVERS LINCOLN!



The Fetzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with:
WIMBO RADIO — PEORIA, ILLINOIS
WIMBO-TV — PEORIA, ILLINOIS

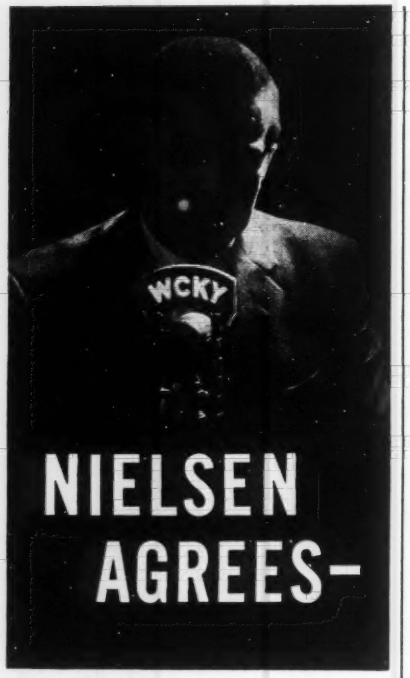
One big market in Nebraska is in the extreme East. The other is Lincoln-Land — 66 counties big, and well-heeled *(containing more than HALF the buying power of the state!)*

Viewers in the extreme Eastern market spend a lot of time switching from one to another of the three TV stations they have available. In Lincoln-Land, the story is *all KOLN-TV.* It's the *only* station that covers the area.

Ask Avery-Knodel for all the facts on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

KOLN-TV
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

1
United Press International news produces!



NIELSEN AGREES—

"More people listen to the 6 PM News on WCKY than to any other program on any other station in Cincinnati—699,500 people."

We didn't say it—Nielsen did in the November-December 1958 report. We've always known that Cincinnati depends on WCKY for news because WCKY is first and fast. Whenever news breaks, WCKY is there with news tapes and on-the-spot broadcasts with the WCKY Newsmobile. If it's news, it's heard first on WCKY, and Cincinnati knows it!

. . . Your sales can make news too. Call Tom Welstead at WCKY'S New York Office, or AM Radio Sales in Chicago and on the West Coast. They'll tell you about the sales-power of WCKY'S News—33 times daily.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

profession, superior to most professions and inferior to none, is the strength of character the journalist brings to his work. He must be so imbued with courage, integrity, humility, wisdom and a sense of justice that he will not be cowed by threats nor cajoled by flattery. He must ever resist the temptation to regard himself as God's appointed oracle; he must dedicate his life to learning. And he must possess such an incorruptible sense of justice that he will never use his position or his influence to protect a close friend nor to attack a personal enemy. When he attains these qualities he may rightfully call himself a journalist. Patently he will never attain these qualities in months; he is fortunate who has attained them in a multitude of years.

53 so far on CBS-TV stage

Louis G. Cowan, CBS-TV president, in effect declares, "Who says drama on tv has gone down the drain?" His sentiment is carefully worked out in a statement attached to a printed tv script of the "Hamlet" production telecast on the du Pont Show of the Month *on CBS-TV (Feb. 24, 9:30-11 p.m.). From Mr. Cowan's statement:*

. . . The printed record of this particular broadcast marks the midpoint of one of television's most distinguished dramatic seasons. It is a season which finds the CBS Television network offering perhaps the most notable original plays and adaptations in its history.

Of the 53 dramatic programs presented over the network since late September, 38 have won the explicit admiration of the critics as well as the enthusiasm of a nationwide audience. This is an enviable record according to any theatrical standards.

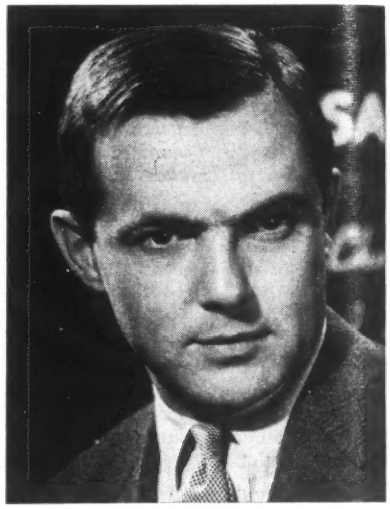
. . . These dramatic presentations reaching on the average some 25 million viewers over a single network, surely make an impressive case for television's contribution to the imaginative life of the nation. This contribution, we believe, will be still further enlarged by the forthcoming production of Hamlet. . . .

Snipping off the tv snobs

The assortment of television snobs current today—those who belittle the medium while gaining personally from it—got short shrift recently in a broadcast editorial by Lawrence H. (Bud) Rogers II, president-general manager of WSAZ-TV Huntington, W. Va. Citing the extreme, he related:

The worst of all, I believe, is the great literary figure who ridicules television and all advertising while he uses them to the fullest for personal gain.

The other day Carl Sandburg . . . Pulitzer Prize winner . . . elder statesman of letters . . . performed like a sideshow faker while he made dire predictions about television commercials (Incidentally, I understand he just finished another paid performance on the competition a few minutes ago). Anyway, last week we and about a hundred



Mr. Rogers: sharper than a poet's tooth

other NBC television stations gave Mr. Sandburg a half hour . . . which we took from the sponsors "in the public interest" . . . to address the Congress of the United States extolling Abraham Lincoln. Perhaps many of you were fortunate enough to see this unusual program.

What he did in addition was to seize the opportunity for a follow-up dinner speech at the Library of Congress in which he damned television and its commercial sponsors, while he made funny cracks and acid comments about Madison Ave. "Ulcer Gulch," he called it, as he took a scholarly poke at the darlings of the public, the horse operas. And he converted this into national news copy on the wire services, where he made more free time on your radio and tv stations.

Personally, I think his remarks were funny . . . and we are all broadminded enough to admire clever publicity, even when we're the butt of the jokes. But then Mr. Sandburg heaped insult upon injury. When he concluded his solemn tribute to the Great Emancipator, and his diatribe against us as "hucksters," he urged the congressmen and his nationwide news audience to rush right out to the nearest newsstand and buy the new paper-backed edition of his Lincoln book for only $2.98.

PHILCO TV Microwave

Provides Maximum System Reliability for Unattended TV Relaying!

Here is a completely modern microwave system . . . especially designed to meet the needs of community TV operators for thoroughly dependable operation.

Philco television microwave systems provide economical transmission of NTSC compatible color or monochrome TV signals . . . plus full audio . . . for relaying "off-the-air" television programs over both short and long distances with excellent picture quality and reliable performance.

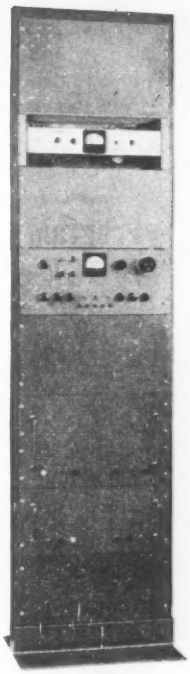
Only Philco's TLR microwave system provides *true* multihop operation for extremely long hauls. Heterodyne relay equipment . . . a *true* repeater . . . contains advanced circuitry exclusive with Philco. This true repeater has been field proven in systems up to 15 hops.

All components of the TLR system mount in standard 19″ racks. Heavy duty power supplies provide 1 full watt output to insure outstanding unattended service. Unitized circuit construction simplifies maintenance. Built-in test, metering and alarm circuits combine with automatic stand-by to assure continuous operation.

Performance satisfaction of your Philco microwave system is assured by Philco's thorough, personal service available on a turnkey basis, which includes . . . site surveys, system planning, complete installation and preventive maintenance.

Philco engineers will be happy to help you with your particular microwave requirements. Please contact us for further information. Look ahead . . . and you'll choose Philco.

- **Highly *reliable*, unattended one-watt operation**
- **Field proven in extended multihop applications**
- ***True* repeater permits top quality, long haul operation**
- **Highest power in the industry**
- **Full voice channel multiplexing**
- **Philco offers complete turnkey service . . . surveys . . . installation . . . maintenance**



TLR-6 TRANSMITTER

Write for catalog sheets which describe the Philco TV Microwave System.

At Philco, opportunities are unlimited in electronic and mechanical research and engineering.

PHILCO®

Government & Industrial Division
Philadelphia 44, Pennsylvania
In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

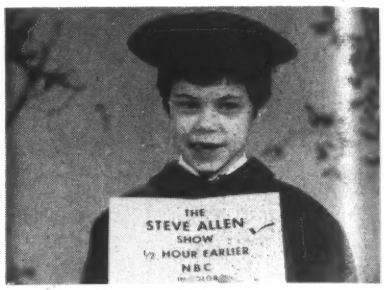
HOWARD E. STARK
Brokers and Financial Consultants
Television Stations
Radio Stations
50 East 58th Street
New York 22, N. Y. ELdorado 5-0405

ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS
In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

Program Guide For
FM-SCA LICENSEES
Present and Prospective
The only background music on tape that *isn't* also on transcriptions available to any broadcaster is
MOTIVATIONAL * MUSIC by Magne-Tronics
*Trade Mark
Exclusive franchise territories for this exclusive tape program service now being allocated. No franchise fees. No percentages. For franchise particulars, availabilities and audition—
mail coupon today for complete particulars.
MAGNE-TRONICS, Inc.
49 West 45th Street, New York 36, N. Y.
Please rush complete particulars on exclusive franchise plan for FM-SCA and wire services.
NAME
STATION
STREET
CITY STATE

FANFARE

No watchmaker but a 'thinking' clockwatcher



No cavities, Ma; not many teeth either

NBC-TV 'spooferino'

NBC-TV has spoofed.

To remind viewers that the Sunday night *Steve Allen Show* started a half-hour earlier last week (March 15), the network is using 10 filmed spots which include parodies of the familiar Viceroy (the "thinking man") and Crest toothpaste ("Look, Ma, no cavities") commercials. Neither is a sponsor of the *Allen* program, but permission to parody was obtained from their agencies, Ted Bates (Viceroy) and Benton & Bowles (Crest).

The Viceroy "spooferino" features comedian Tom Poston of the *Allen* cast as a watchmaker with instruments more suitable for boiler making. Mr. Poston admits that he is "a thinking man . . . thinking about the *Steve Allen Show* going on one-half hour earlier."

Starring in the Crest take-off is a little girl who runs toward the camera shouting, "Look Ma, look, Ma, look what I've got." With a broad smile, she reveals no teeth (and no cavities) and a card which advertises the new Allen showtime.

The air promotion began March 12 and is scheduled to continue several weeks.

Tv servicemen served

Three hundred tv servicemen, distributors and their families were feted by KOCO-TV Oklahoma City at its Technician's Tv Fair. The open house, held in KOCO-TV's newly completed $500,000 facilities, marked the first salute of its kind to tv servicemen in Oklahoma, according to the station.

The 300 technicians came from 79 cities in the 44 counties represented in KOCO-TV's coverage area, the station reports.

'World's greatest d.j.'

After six weeks of on-the-air auditions, KDAY Santa Monica, Calif., listeners have chosen Jerry Lewis as the "World's Greatest Disc Jockey." He beat out Tab Hunter, Jeff Chandler, Bob Crosby and other headliner entertainers who were heard on KDAY during the contest period.

During the promotion, KDAY phone calls doubled to over 300 a day while mail rose from 40 to 200 pieces a day.

New business attributed to the hunt for the "World's Greatest D.J." includes Gallo wines through BBDO, Newport cigarettes through Lennen & Newell, Barker Bros. (Los Angeles department store) through Mays & Co., *Readers Digest* magazine through Schwab & Beatty, Ralston Purina through Guild, Bascom & Bonfigli, Zee paper products through Cunningham & Walsh, Chicken of the Sea tuna through Erwin Wasey, Ruthrauff & Ryan, Dennison's chile con carne through Young & Rubicam, Burgermeister beer through BBDO, Santa Fe wines through Cole-Fisher & Rogow and Brilliant Shine through Harlan & Steedman.

Frank Pollack, KDAY air personality, was contest coordinator.

WBAL-TV hosts agencymen

More than 100 agencymen were introduced to the new WBAL-TV Baltimore schedule over breakfast March 12 at a local hotel.

Station Manager Brent O. Gunts outlined WBAL-TV's increased news service: As of Monday (March 30), a news bureau will be established in the editorial offices of affiliate *Baltimore News-Post*. Station staffers will have access to the same news sources as the newspapers' reporters and accompany them in the coverage of events.

Local Sales Manager J. Donald Howe announced new full-length movies for the Saturday night lineup.

Henry Hines, WBAL-TV sales promotion-advertising manager told the breakfasters about the station's ad campaign: "Always the Best Show in Town." Mr. Hines showed how this theme would be used in print media, billboards and on-the-air promotions.

• Drumbeats

• Scheidemantle, Rattelsdorser, Karamarkovich—the 13-letter names poured into KDKA Pittsburgh in response to the station's Friday, March 13, contest awarding phonograph records to listeners with 13-letter surnames. More than 500 called in, states KDKA. Studios were draped in black for the occasion.

• WTOP-TV Washington's early Saturday morning science series, *Ask It Basket,* changes its name to *Space Age* April 4, its seventh anniversary. Dorothy Looker and Evelyn Davis, co-producers of the teen-age show, point out that young people recently have become more interested in scientific questions concerning space, and the program will concentrate in this area.

• KCJF Festus, Mo., has offered to help interested stations set up community radio-day projects similar to one just completed by KCJF for the 4-H Clubs of Jefferson County, Mo. Four-H'ers took over station operation for one day's broadcasts, climaxing national 4-H Club Week.

• In three weeks time more than 22,000 young viewers joined the Captain Jim "Popeye Club" of WIIC (TV) Pittsburgh as part of their participation in the weekday *Popeye Club* show. The club's membership card includes a "special secret code" and a list of safety rules.

• A "scramble word" contest run by WOAI San Antonio drew 3,572 entries in 11 days. Mail poured in from 26 states and Mexico.

• KJCK Junction City, Kan. in an "Oldest Radio Contest," turned up a 1921 model, and some 50 other am antiques. A new transistor radio was awarded the winner, and clock radios went to runner-up sets from 1922, as well as to three of those who guessed the age of the oldest radio.

• Iowa Gov. Herschell C. Loveless proclaimed March 15 as KRIB (Mason City) Day in Iowa as part of that station's commemoration of "the new KRIB." The celebration included a day-long birthday party at the station, hosted by Charles Loufek, KRIB general manager; Bob Hale, station program director, and the staff. KRIB was sold last year to Western Broadcasting Co. (William F. Johns Jr., president).

• WRIP Rossville, Ga., has enlisted 29

SELL AUTOS!
. . . the Beaumont-Port Arthur-Orange market is 90th in the Nation* . . . 5th in Texas* in automotive sales. And only KFDM-TV delivers this entire area of over 1 million prosperous Texans. For Auto Sales . . . Buy
KFDM-TV
*S. M. Survey of Buying Power, 1958
KFDM TV
BEAUMONT
PORT ARTHUR
ORANGE
CBS
ABC
See PETERS-GRIFFIN-WOODWARD, INC.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name title/position
company name
address
city zone state
Please send to home address — —
* Occupation Required

cabs as "Yellow Alert Newsmobiles." The taxis, equipped with two-way communication, scout newsbreaks for the station.

The way up • As part of ABC-TV's "Go Right to the Top" promotion (BROADCASTING, March 16), aluminum ladders symbolic of the selling theme have been circulated among advertising people. Here in the BBDO elevator Fred Barrett (c), agency vice president and media director, carries his, accompanied by Janice Murray (l) and Karolyn Brenner of the BBDO New York staff.

• Five New Englanders visited Erin, courtesy of WBZ Boston-WBZA Springfield, Mass. A two-week contest drew 14,324 letters stating why listeners wanted the visit. Highlight of the winners' six-day stay was a Dublin broadcast which featured the fortunate five and was heard on WBZ and WBZA St. Patrick's Day from 8:30 to 9 p. m.

• WTAR-TV Norfolk, Va., plugged the *Rescue 8* series with filmed interviews of area fire chiefs.

Off and running on KSRV

Sportscasters Bob Dye and Bob Humphreys of KSRV Ontario, Ore., have a new specialty: chariot races. The Roman-type events are being sponsored over KSRV by local advertisers as they take place in the area. The chariot card consists of 12 two-chariot races and takes about 1½ hours to run and broadcast.

A mannerly WILD party

There was standing room only, and very little of that, at WILD Boston's rock and roll concert for teenagers. Invitations were to be issued to all who sent in three labels of a prepared pizza brand. When 10,500 labels came in from 3,500 music lovers, the station had to turn down all but the 1,500 aspirants with the earliest postmarks. The concert was staged in the ballroom of the Sherry Biltmore Hotel, emceed by WILD disc jockey Joe Smith. Hotelmen were pleased with the youngsters' restraint in dress and conduct.

Dodge buys KLAC's Sunday

Every Sunday will be D-Day on KLAC Los Angeles as the Dodge Dealers Assn. of Southern California takes exclusive sponsorship of programs from 9 a.m. to 7 p.m. for 52 straight weeks, starting March 29.

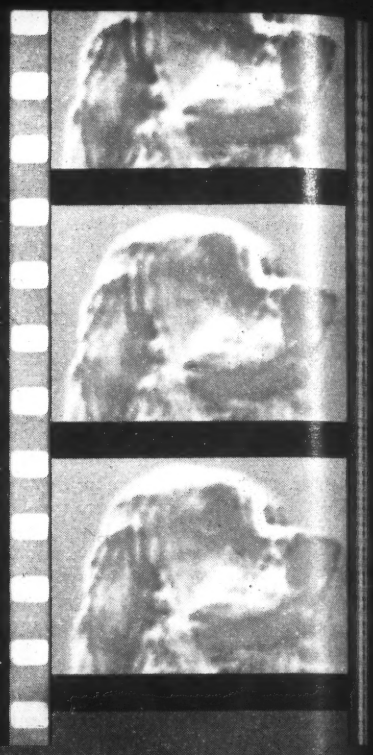
The contract for Dodge cars and trucks advertising amounts to more than $200,000, according to John Cody, vice president of Grant Adv., agency for the association. Of that sum $156,000 goes for time on KLAC, the balance for programming and program promotion. Another $200,000 or more is scheduled for overall advertising and promotion by the Dodge Dealers Assn. during the year.

Horn honks for KSON tunes

San Diego residents are learning that the horn honking outside may not be the signal for the family's teenage daughter to go flying out the door but instead may be worth $100 from KSON that city. The station's news department station wagon, now called KSON's "Good Neighbor Liner," patrols the city and periodically stops and the horn is honked in front of some home. If the resident can identify the last tune played on the station within 30 seconds, $100 in cash is awarded.

Listeners speak up

Who are the people who listen to KSTT Davenport, Iowa, on Sunday evenings around 8:00 p.m.? Here's who: they're kids doing homework and teachers marking papers; they're an overweight family doing exercises in time to the music; they're people baking cakes; they're young men packing for the Army; they're tv viewers whose sets are out of order. These are but a few of the estimated 150 replies KSTT personality Tom Elkins received during a three-hour period when he wondered one Sunday on the air why anyone would be listening to him rather than watching the big tv shows on at the same time.



It shouldn't happen to a dog!

And yet it does! It happens to the best of us, time and time again. We lavish care and money on original footage to get them just right—only to have prints turn up that are way off broadcast specifications.

The answer is—give your laboratory time and money to do the job right! Then all your release prints will be on the beam 100%.

For further information write:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

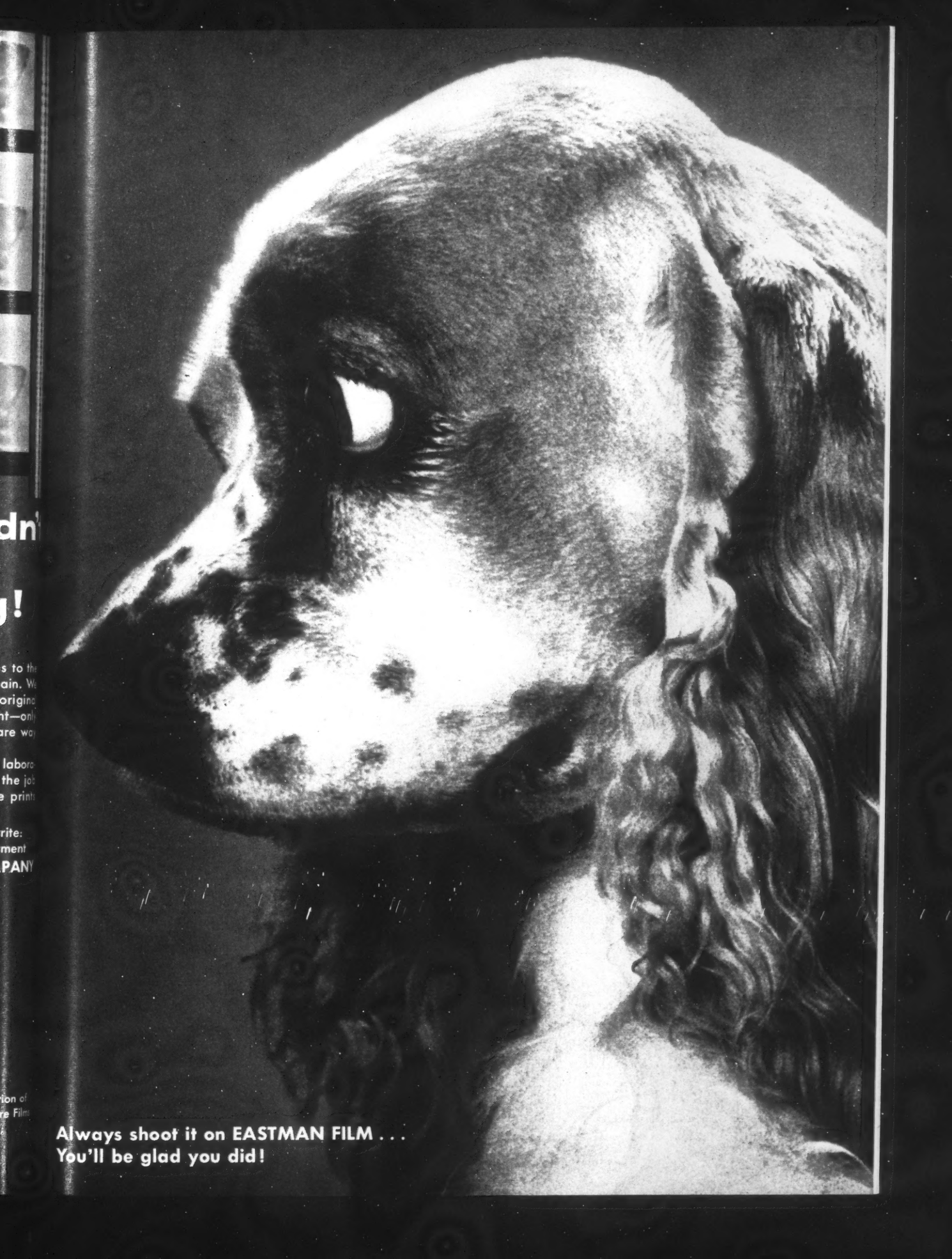
East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood, Calif.

or

W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Film
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.


Always shoot it on EASTMAN FILM . . .
You'll be glad you did!

Station Authorizations, Applications

As Compiled by BROADCASTING

March 12 through March 18: Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ. Ann.—Announced.

New Tv Stations

ACTIONS BY FCC

Pembina, N. D.—Community Radio Corp. Granted ch. 12 (204-210 mc); ERP 21.05 kw vis. 10.5 kw aur.; ant. height above average terrain 340 ft., above ground 340 ft. Estimated construction cost $144,100, first year operating cost $141,000, revenue $150,000. P. O. address % R. Lukkason, Box 1110, Grand Forks, N. D. Studio location Pembina. Transmitter location approximately seven miles west of Pembina. Geographic coordinates 48° 59′ 42″ N. Lat., 97° 24′ 26″ W. Long. Trans.-ant. RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer C. J. Thomforde, Grand Forks. Applicant is licensee-owner of KNOX Grand Forks and 71% owner of KNOX-TV there. Ann. March 12.

Logan, Utah—Cache Valley Bcstg. Co. Granted vhf ch. 12 (204-210 mc); ERP 2.95 kw vis., 1.48 kw aur.; ant. height above average terrain -760 ft., above ground 250 ft. Estimated construction cost $49,600, first year operating cost $30-40,000, revenue $30-50,000. P. O. address 1393 N. Main St., Logan. Studio-trans. location 1393 N. Main St. Geographic coordinates 41° 45′ 0″ N. Lat., 111° 50′ 03″ W. Long. Trans-ant. Philco. Consulting engineer Clayton & Evans, Salt Lake City. Principals include **Herschel Bullen** (pres.-41.6%), Logan real estate broker. and **Reed Bullen** (sec.-treas.-31.5%), gen. mgr., KVNU Logan. Applicant is licensee of KVNU. Cp, granted Feb. 27, 1958, was allowed to expire. Ann. March 12.

APPLICATION

Salem, Ore.—Oregon Television Inc., vhf ch. 3 (60-66 mc); ERP 1 kw vis., 0.5 kw aur.; ant. height above average terrain 386 ft., above ground 132 ft. Estimated construction cost $204,635, first year operating cost $125,000, revenue $100,000. P. O. address 735 Southwest 20th Place, Portland 5. Studio and trans. location 3 miles west of center of Salem. Geographic coordinates 44° 56′ 29″ N. Lat., 123° 05′ 26″ W. Long. Trans. and ant. RCA. Legal counsel Koteen & Burt. Consulting engineer A. Earl Cullum Jr. Applicant corporation is 100% owned by George Haggarty. Applicant also owns KPTV (TV) Portland, Ore. Ann. March 13.

Translators

Citizens Tv Inc., Milton-Freewater, Ore.—Granted cp for new tv translator station on ch. 71 to translate programs of KHQ-TV ch. 6 Spokane, Wash.

New Am Stations

APPLICATIONS

Punta Gorda, Fla.—Lindsay Bcstg. Co. 1350 kc, 500 w D. P. O. address 1017 Wabash Ave., Marion, Ind. Estimated construction cost $17,600, first year operating cost $36,000, revenue $38,000. Applicant is **Richard E. Lindsay,** who formerly had interest in WMRI-AM-FM Marion, Ind. Ann. March 18.

Dedham, Mass.—Transcript Press, Inc. 1550 kc. 1 kw D. P. O. address 420 Washington St. Estimated construction cost $33,428, first year operating cost $65,000, revenue $70,000. Equal owners are **Frank W. Massey** and **Richard W. Davis** who are newspaper publishers. Ann. March 12.

Houston, Mo.—Robert F. Neathery 1250 kc, 500 w D. P. O. address Box 553, West Plains, Mo. Estimated construction cost $9,676, first year operating cost $24,800, revenue $28,500. Applicant owns KWPM-AM-FM West Plains, Mo., and has interests in KALM Thayer, KUKU Willow Springs, KBHM Branson, all Missouri, and KAMS-FM Mammoth Spring, Ark. Ann. March 18.

Bristol, Tenn.—John K. Rogers 1550 kc, 1 kw D. P. O. address 423 Spruce St. Estimated construction cost $19,381, first year operating cost $68,000, revenue $85,000. Applicant is part owner motion picture theatre. Ann. March 18.

Clinton, Tenn.—Clinton Bcstg. Co. 1570 kc, 250 w D. P.O. address Box 3062, Greeneville, Tenn. Estimated construction cost $21,850, first year operating cost $36,000, revenue $45,000. Applicants include **Paul Metcalfe, Clifford Spurlock** (42% each) and others. Mr. Metcalfe is majority owner WGRV Greeneville, and Mr. Spurlock is minister. Ann. March 17.

Dishman, Wash.—Bar None Inc. 1430 kc, 1 kw. D. P. O. address Box 1, Dishman. Estimated construction cost $14,673, first year operating cost $29,208, revenue $35,000. Equal owners are **Leo Billings,** owner radio-tv correspondence school; **Lauren E. Buck,** employe drug manufacturing firm; and **Lawrence F. Jacobs,** medical doctor. Ann. March 16.

Seattle, Wash.—Paul R. Heitmeyer 1440 kc, 1 kw D. P. O. address 600 Hollywood West, Detroit 3. Estimated construction cost $20,798, first year operating cost $60,000, revenue $72,000. Mr. Heitmeyer is associated with business brokage. Ann. March 13.

Existing Am Stations

ACTIONS BY FCC

WGUY Bangor, Me.—Granted change of operation from 1230 kc, 250 w, U, to 1250 kc, D; remote control permitted; engineering condition. Ann. March 12.

KEED Springfield, Ore.—Granted application to specify station location as Eugene as well as Springfield. Ann. March 12.

WLPM Suffolk, Va.—Granted change of facilities from 1450 kc, 250 w, U, to 1460 kc, 500 w-N, 1 kw-LS, DA-N; engineering conditions. Ann. March 12.

WIVI Christiansted, V. I.—Granted change of operation from 1040 kc, 250 w, U, to 970 kc, 1 kw, U; engineering condition. Ann. March 12.

APPLICATIONS

WJHO Opelika, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc) Ann. March 17.

WTNT Tallahassee, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc) Ann. March 13.

WRWH Cleveland, Ga.—Cp to increase power from 500 w to 1 kw and install new trans. (1350 kc) Ann. March 13.

WACE Chicopee, Mass.—Cp to increase power from 1 kw to 5 kw and install new trans. (730 kc) Ann. March 13.

WSNJ Bridgeton, N. J.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc) Ann. March 17.

KOB Albuquerque, N.M. — Application amended for 770 kc , 50 kw, Unl. DAN, in accordance with Commission's requirement in its order and opinion, adopted Sept. 5, 1958. Ann. March 16.

WPAY Portsmouth, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc) Ann. March 16.

KRWC Forest Grove, Ore.—Cp to increase power from 1 kw to 5 kw, change ant.-trans. and studio location, delete remote control operation of trans., changes in ant. system (increase height), changes in ground system, install new trans. and change station location to Beaverton, Ore. (1570 kc) Ann. March 13.

WNAR Norristown, Pa.—Cp to increase power from 500 w to 50 kw, change ant.-trans. location, install DAD, changes in ground system and install new trans. (1110 kc) Ann. March 13.

WGRV Greeneville, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc) Ann. March 16.

New Fm Stations

ACTIONS BY FCC

Shreveport, La.—Good Music Inc., Granted 96.5 mc, 11 kw. P.O. address Box 727. Estimated construction cost $4,200, first year operating cost $5,000, revenue $7,000. Applicant is licensee of KBCL Bossier City, La. Ann. March 12.

Palmyra, Pa.—William N. Reichard Granted 92.1 mc, 760 w. P.O. address 707 Arlington St., Tamaqua, Pa. Estimated construction cost $11,503, first year operating cost $20,000, revenue $25,000. Applicant is employe of auto dealer. Ann. March 12.

Port Arthur, Tex.—Triangle Bcstg. Co., Granted 93.3 mc, 3.2 kw. P.O. address Goodhue Hotel Bldg., Box 430. Estimated construction cost $11,470, first year operating cost $9,600, revenue $15,000. **Harry Diehl,** sole owner, is in electronic parts. Ann. March 12.

APPLICATIONS

Colorado Springs, Colo.—KVOR Inc. 92.9 mc, 1 kw. P.O. address 512 S. Tejon. Estimated construction cost $8,295, first year operating cost $6,000, revenue $10,000. Applicant owns KVOR Colorado Springs. Ann. March 18.

Elizabeth, N.J.—Camden Bcstg. Co., 105.9 mc, .37 kw. P.O. address Box 131, Cresskill, N.J. Estimated construction cost $1,600, first year operating cost $5,400, revenue $13,000. Applicant **Donald J. Lewis** is general manager **Multiplex Services Corp.** Ann. March 18.

Port Jefferson, N.Y.—John R. Rieger Jr. 95.9 mc, 0.74 kw. P.O. address 20 Lake End Rd., Merrick, N.Y. Mr. Rieger is owner WLIR (FM) Hicksville, N.Y. Ann. Feb. 2.

Opportunity, Wash.—KZUN Inc., 96.1 kc. 3.32 kw. P.O. address Box 123. Estimated construction cost $11,430, first year operating cost $5,000, revenue $6,000. Applicant owns KZUN Opportunity. Ann. March 18.

Existing Fm Stations

ACTIONS BY FCC

KSJO-FM San Jose, Calif.—Granted SCA to engage in functional music operation on multiplex basis.

WTCX (FM) Petersburg, Fla.—Granted SCA to engage in functional music operation on multiplex basis; condition.

WLNA-FM Peekskill, N. Y.—Granted SCA to engage in functional music operation on multiplex basis; condition.

KEGA (FM) Eugene, Ore.—Granted mod. of cp to specify station location as Springfield as well as Eugene.

WPJB-FM Providence, R. I.—Granted SCA to engage in functional music operation on multiplex basis.

Ownership Changes

ACTIONS BY FCC

KUEQ Phoenix, Ariz.—Granted assignment of license to **Dynamic Communications Inc.** (Carson E. Cowherd); consideration $261,319.

KNLR North Little Rock, Ark.—Granted transfer of control from **Chester H. Pierce** to **L. R. Luker;** consideration $64,059.

KIMN Denver, Colo.—Granted (1) renewal of license and (2) assignment of licenses and cp to **Mile High Stations Inc.;** consideration $175,000. Assignee president, **Cecil L. Heftel,** has interest in KLO Ogden, Utah, and is officer without stock in KGEM Boise, and KLIX-AM-TV Twin Falls, both Idaho.

WMFJ Daytona Beach, Fla.—Granted transfer of negative control from **Emil J. Arnold** to **John Creutz;** consideration $2,000 for 50% interest.

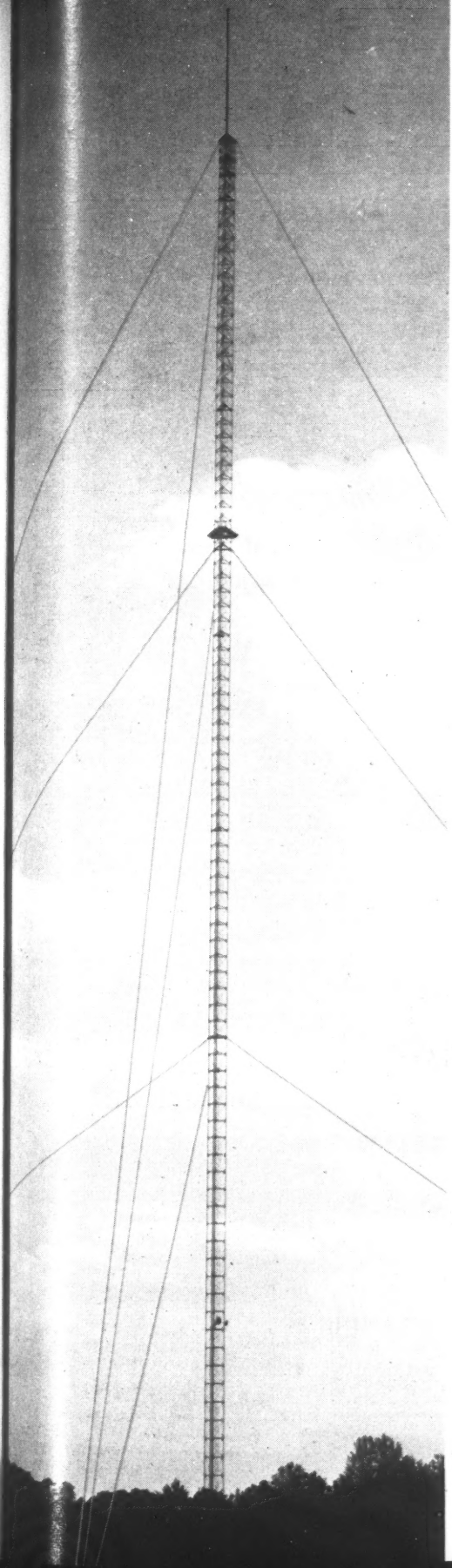
WKTG Thomasville, Ga.—Granted assignment of license to **James S. Rivers,** d/b **Radio Station WKTG;** consideration $60,000 plus assignor agreement not to engage in radio business in Thomas County for 4½ years. Mr. Rivers owns or has interest in WMJM Cordele, WTJH East Point, WDOL Athens, WJAZ Albany, and WCAL Waycross, all Georgia, Comr. Bartley abstained from voting.

WBRO Waynesboro, Ga.—Granted assignment of license to **Collins Corp. of Georgia (F. K. Graham,** president); consideration $35,000. One assignee stockholder, **M. F. Brice,** is half owner of WVOP Vidalia, Ga.

WCUM-AM-FM Cumberland, Md.—Granted assignment of licenses to **Allegheny County Bcstg. Corp. (Hollis M. Seavey** and wife); consideration $125,000.

WKDL Clarksdale, Miss.—Granted transfer of control from **Joseph G. Rachuba** and **John B. Craddock** to **Farley Salmon Jr.,** and **William Salmon;** consideration $29,964.

KYSS Missoula, Mont.—Granted assign-



HARRY LE BRUN, Vice-President and General Manager, WLW-A, Atlanta, Georgia. WLW-A is the fourth Crosley station to install a Dresser-Ideco tower. The others are WLW-I, Indianapolis, Ind.; WLW-D, Dayton, Ohio; WLW-C, Columbus, Ohio

"Taller tower by Dresser-Ideco helps reach 683,000 more viewers.

"New 1042′ tower increases our coverage 32%," says Harry Le Brun of Atlanta's WLW-A.

"Here's how a taller tower is paying off for WLW-A. Our new 1042′ Dresser-Ideco tower with travelling wave antenna blankets 117 counties in Georgia, Alabama, Tennessee and North Carolina. That's 43 more than could be covered with the smaller 585′ tower it replaced. And now WLW-A reaches almost three-quarters of a million more Georgians than before. In Georgia alone, WLW-A's enlarged market has a buying income of $3.7 billion, seventy percent of the state's total. Its audience of 2,880,700 viewers account for over two-thirds of Georgia retail store sales."

WLW-A had good reasons for selecting a Dresser-Ideco tall tower when they decided to expand coverage. "We wanted a completely dependable tower for equipment as vital as our antenna," reports Harry Le Brun, "and no one matches Dresser-Ideco's experience in tall towers. It's easy to see the results of this experience. We were impressed with Dresser-Ideco's careful attention to detail at every stage of the job's development. They did an excellent job, we haven't had a bit of trouble. Believe me, it pays to deal with a top-notch tower designer-builder."

Dresser-Ideco has built over half the 1000′-plus television towers in service today. It will pay you to talk to Dresser-Ideco about your plans to grow bigger with a taller tower.

WLW-A's new 1042′
Dresser-Ideco tall tower.

Dresser-Ideco Company
Division of Dresser Industries, Inc.

TOWER DIVISION, DEPT. T-93
875 MICHIGAN AVE., COLUMBUS 8, OHIO

DRESSER IDECO

One hundred eleven* national and regional spot advertisers know
Terre Haute is not covered effectively by outside TV
*Basis: 1958

WTHI-TV CHANNEL 10 CBS ABC
TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,
Los Angeles · San Francisco · Boston · New York · Chicago · Dallas

CRASH THE DENVER MARKET WITH KOSI

In Denver the *influence* station is KOSI. Because KOSI has listener loyalty—and the folks with money to spend. They respond to KOSI advertisers—and *buy merchandise and services!* No double spotting!

So contact PETRY about the prize Denver buy—that will win sales awards for you—KOSI! 10% discount when buying KOSI—and KOBY, San Francisco!

For Greenville, Mississippi — it's WGVM.

KOSI 5,000 watts in Denver
Mid-America Broadcasting Co.

ment of cp from **Gerald Colkitt, H. B. Murphy, Wallace K. Reid** and **Harold C. Singleton** to Mr. Reid, **A. James Arrighi** and **Robert D. Chamberlain,** d/b **Treasure State Bcstg. Co.**; consideration $1,625. Mr. Reid is also one-third owner of KORD Pasco, Wash.

KBMI Henderson, Nev.—Granted assignment of license to **Maxwell E. Richmond** (WPGC-AM-FM Morningside, Md., and WMEX Boston, Mass.); consideration $32,000.

WBNC Conway, N. H.—Granted assignment of license to **William R. Sweeney** (WERI Westerly, R. I.); consideration $40,000 plus assignor agreement not to engage in broadcasting business in Conway for 5 years.

WADP Kane, Pa.—Granted assignment of license and cp to **Kane Bcstg. Corp. (Gordon L. Hanks,** president); consideration $26,000.

WPRO-AM-FM-TV Providence, R. I.—Granted assignment of licenses to **Capital Cities Tele. Corp.**; consideration $6,508,808 subject to adjustments; conditioned that no conversion rights for debentures to common stock existing in favor of **John B. Poole,** pursuant to his agreement of Feb. 3, 1959, to purchase debentures of licensee, be exercised until information with respect thereto is filed with the Commission at least 60 days prior to the date of such conversion. Assignee is licensee or permittee of WROW-AM-FM and WTEN (TV) Albany, N. Y., WCDB (TV) Hagaman, N.Y., WCDC (TV) Adams, Mass., WTVD (TV) Durham, N.C., and has interest in WDNC-AM-FM Durham. Comr. Bartley abstained from voting.

KABR Aberdeen, S.D.—Granted assignment of license to **Frank E. Fitzsimonds** (KXGO Fargo; KXJB-TV Valley City; KXMC-TV Minot, and KBMB-TV Bismarck, all North Dakota, and KXAB-TV Aberdeen, S.D.); consideration $80,000.

WTRO Dyersburg, Tenn.—Granted transfer of control from **William E. Davis** and **Pinkney B. Cole Jr.,** to **John M. Latham, et al.**; consideration $65,000. Mr. Latham is one-third owner of WLAY Muscle Shoals, Ala.

KERC Eastland, Tex.—Granted assignment of license to **Circle-S Inc. (William H. Shriner,** president); consideration $22,000.

KASL Newcastle, Wyo.—Granted acquisition of positive control by **Stella S. Parrott** through return of 50% of stock from **Floyd L.** and **Doris Sparks;** no monetary consideration.

APPLICATIONS

WLAY Muscle Shoals, Ala.—Seeks assignment of license from **Gregory Bcstg. Corp.** to **Slatton Quick Inc.** for $85,000. Purchasers are **Wagner P. Thielens Jr.** (51%), Columbia U. professor; **C. H. Quick** (24½%), who has interests in WSUH Oxford and WCRR Corinth, both Mississippi, and **John L. Slatton** (24½%), one-third owner WJBB Haleyville, Ala. Ann. March 13.

KCUB Tucson, Ariz.—Seeks assignment of license to **Boffard Bcstg. Corp.** from **Gordon Bcstg. of Tucson,** for $200,000. Sole owner will be **Ralph R. Boffard.** Mr. Boffard is owner **Bob Ford Radio Ltd.** in Johannesburg, South Africa. Ann. March 13.

KXRJ Russellville, Ark.—Seeks transfer of 20% interest of **Joe D. Shepherd** to **C. R. Horne,** present 80% owner, for $19,000. Mr. Horne also has interest in KWCB Searcy, Ark. Ann. March 13.

KTVR (TV) Denver, Colo.—Seeks transfer of 50% positive control of **KTVR Inc.** from **Radio Hawaii Inc.** to **Gotham Bcstg Corp.** for approximately $160,000. After transfer, Gotham will be sole owner of KTVR. Ann. March 13.

WHYS Ocala, Fla.—Seeks assignment of license from **Marion County Bcstg. Inc.** to **Associated Bcstrs. Inc.** Associated will operate WHYS on lease agreement paying $550 monthly. Nine equal stockholders in Associated include present WHYS owner **W. H. Martin,** who also is licensee WYSE Lakeland, Fla. Ann. March 13.

WAXE Vero Beach, Fla.—Seeks assignment of license from **WNTM Inc.** to **R. M. Chamberlin** for $65,000. Mr. Chamberlin, with his wife, owns WRGR Starke, Fla. Ann. March 17.

WGOA Winter Garden, Fla.—Seeks assignment of license from **E. V. Price** to **John Bradford Cook Jr.** for $58,000. Mr. Cook is owner WKKO Cocoa, Fla. Ann. March 13.

WABW Annapolis, Md.—Seeks transfer of negative control of **WASL Broadcasting Inc.** from **William** and **James G. Calomiris** (who each own 25%) to **Max Reznick** (present 50% owner). Messrs. Calomiris are assuming $25,000 indebtedness of corporation. Ann. March 17.

WWIN Baltimore, Md.—Seeks transfer of minority interest of **Belvedere Bcstg. Corp.** from **J. Harry West** to **Thomas F. McNulty** for $23,000. After transfer Mr. McNulty will own 50.1%. Ann. March 18.

WCRR Corinth, Miss.—Seeks transfer of control of **Rebel Radio Inc.** from **C. H. Quick, J. R. Adams** and **John O. Leslie** to **George W. Scott Jr.** and **Carl Welch** for $8,650 and assumption of corporate liabilities not exceeding $39,929. Mr. Scott (74%) is distributor oil products and Mr. Welch (26%) is manager WCRR. Ann. March 13.

WLEM Emporium, Pa.—Seeks transfer of control of **Emporium Bcstg. Co.** from **Cameron Manufacturing Corp.** to **James A. Spotts** (53.9%) and **Dean L. Close** (44.1%) for $35,000. Messrs. Spotts and Close are presently WLEM employes. Ann. March 16.

WFRA Franklin, Pa.—Seeks assignment of license from **Robert H. Sauber** to **Northwestern Pennsylvania Bcstg. Inc.** which is owned by Mr. Sauber (60%), **Samuel A. Breene** (26%) and **F. Earle Magee Jr.** Mr. Sauber also has interest in WTIV Titusville, Pa. Others are lawyers. Ann. March 12.

WERI Westerly, R.I.—Seeks assignment of license from **Radio Westerly Inc.** to **Dr. Augustine L. Cavallaro,** oral surgeon. Consideration $100,000. Ann. March 13.

WJOT Lake City, S.C.—Seeks assignment of license from **Lake Bcstg. Corp.** to **Lake City Bcstg. Corp.** for $51,500. Purchasers include **Russell George Busdicker** (35%), **Clayton B. Hannon** (25%), **Alvin Strasburger** (20%) and others. Mr. Busdicker is manager WOIC Columbia, S.C. and Messrs. Hannon and Strasburger are retail merchants. Ann. March 13.

KTXO Sherman, Tex.—Seeks assignment of license from **KTAN Bcstg. Co.** to **O'Connor Bcstg. Corp.** which is owned by same people. No consideration involved. Ann. March 12.

KZUN Opportunity, Wash.—Seeks assignment of license from **Robert L. Swartz, Arthur R. MacKelvie** and **Howard G. Olsen** d/b **The Voice of the Spokane Valley** to same principals doing business as **KZUN Inc.** Ann. March 18.

KHON Honolulu, T.H.—Seeks assignment of license from **South Pacific Bcstg. Ltd.** to **KHON Bcstg. Inc.** Application is for assignment of license only, no physical properties involved. No consideration involved. New licensee will be **H. G. Fearnhead,** v.p. and

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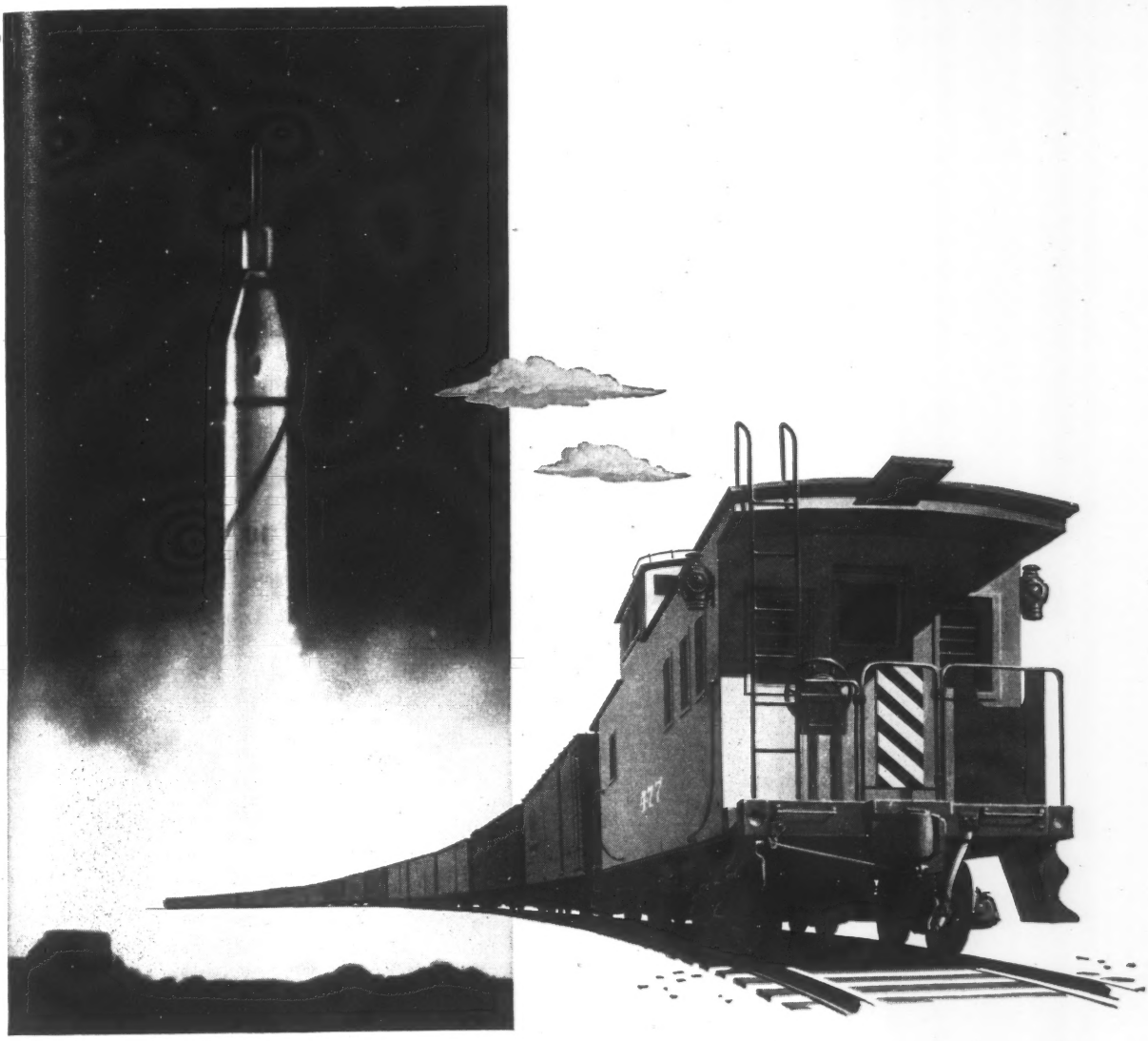

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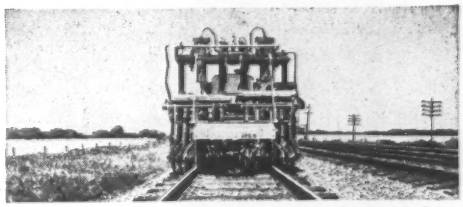

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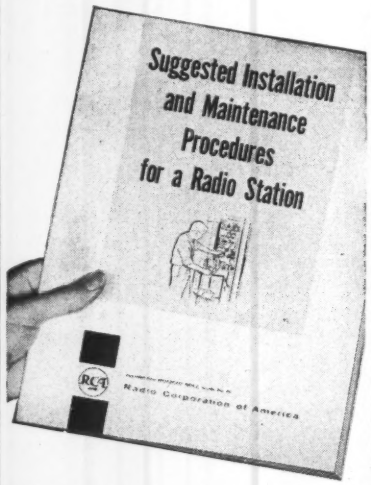

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general manager WINS New York. Ann. March 18.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Herbert Sharfman issued initial decision looking toward affirming Commission's Oct. 22, 1958, grant of application of Jack L. Goodsitt for new am station (WTOJ) to operate on 1460 kc, 1 kw, D, in Tomah, Wis., and setting aside Dec. 22, 1958, action which postponed effective date of grant pending hearing on protest by Tomah-Mauston Bcstg. Co., Inc. (WTMB), Tomah. Ann. March 12.

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Irving Braun for mod. of cp to change facilities of station WEZY Cocoa, Fla., from 1480 kc, 1 kw, D, to 1350 kc, 1 kw-N, 500 w-D DA-N. Ann. March 18.

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Radio Mid-Pom, Inc., for new am station to operate on 1390 kc, 1 kw, D, in Middleport-Pomeroy, Ohio. Ann. March 18.

Hearing Examiner Isadore A. Honig issued initial decision looking toward waiving sect. 3.24(b)(7) of rules and granting application of KWEW Inc., for increase of daytime power of station KWEW Hobbs, N.M., from 1 kw to 5 kw, continuing operation on 1480 kc, DA, with 1 kw-N. Ann. March 17.

OTHER ACTIONS

Joseph F. Sheridan, Ukiah, Calif.—Designated for hearing application for new am station to operate on 900 kc, 250 w, D; made KLX Oakland, a party to proceeding.

By order, on request by Bakersfield Bcstg. Co. (KBAK-TV, ch. 29), Bakersfield, Calif., Commission consolidated in single oral argument on April 16, at 2:15 p.m., proceedings on KBAK-TV's protests to grants of applications of Pacific Bcstrs. Corp. and Kern County Bcstg. Co. for new tv stations to operate on chs. 39 and 17, respectively, in Bakersfield; allowed each of parties 20 minutes to present argument. Ann. March 12.

By further notice of inquiry, Commission enlarged scope of its proceedings looking into possible wider uses for fm subsidiary communications authorizations to include specific data on subject of stereophonic broadcasting by fm stations.

Comments received in response to original notice of inquiry reveal growing interest in stereophonic multiplexing on part of fm broadcasters, as well as various manufacturing, trade associations, and listener groups. Inasmuch as development of stereophonic broadcasting is related to use of fm channels for transmission of non-broadcast material, such as storecasting and background music services offered under subsidiary communications authorizations on subscription basis, Commission invites submission of data and opinions by June 10 on aspects of stereophonic multiplexing. Ann. March 12.

Routine Roundup

Commission has revised its Radio Equipment List, Part A, showing transmitters, translators and monitors acceptable as of February 6 for use in the tv broadcast service, provided operation is in accordance with Commission's rules and listed technical specifications are not exceeded. "Type acceptance" is required for such listing of transmitters, and "type approval" for translators and monitors.

Two-page list is not available for general distribution, but copies may be inspected at Commission's Washington office and field offices. Industries and others interested in reproducing list may arrange with the Technical Research Division, Office of Chief Engineer, for loan of copy for that purpose.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of March 13

KBJT Fordyce, Ark.—Granted assignment of cp to KBJT Inc.

WROM Rome, Ga.—Granted involuntary assignment of license to Dean Covington, Mrs. Edward N. McKay, and Charles E. Doss, partnership, d/b as Coosa Valley Radio Co.

KFEQ St. Joseph, Mo.—Granted mod. of license to operate trans. by remote control using DA-D and N (DA-2); conditions.

WSYR Syracuse, N.Y.—Granted mod. of license to operate main trans. by remote control, using DA (DA-2); conditions.

KIXL-FM Dallas, Tex.—Granted cp to decrease ERP to 20.5 kw, ant. height to 460 ft. and install new trans.; remote control permitted; condition.

KINT El Paso, Tex.—Granted mod. of cp to change type trans.

WDAS Philadelphia, Pa.—Granted mod. of cp to side-mount fm ant. on new no. 6 tower of WDAS; conditioned upon full compliance with the terms of consent decree entered Dec. 5, 1958, by U. S. District Court for the Eastern District of Pennsylvania in civil action no. 21138.

WONE-FM, Dayton, Ohio—Granted mod. of cp to change type trans.

WMPS-FM Memphis, Tenn.—Granted mod. of cp to change ERP to 6.6 kw; ant. height 390 ft.; change type ant. and specify studio location; condition.

WDAS-FM, Philadelphia, Pa.—Granted mod of cp to change type ant., type trans. and make changes in ant. system; ERP 20 kw, ant. 200 ft.

KGNO Dodge City, Kans.—Remote control permitted while using non-directional ant.

KXAR Hope, Ark.—Granted extension of authority to operate specified hours.

Actions of March 12

KQTY Everett, Wash.—Granted assignment of license to Walter N. Nelskog.

KQDY Minot, N.D.—Granted assignment of license to D. Gene Williams, et al.

KUDI Great Falls, Mont.—Granted acquisition of negative control by Paul Crain through purchase of stock from Walter N. Nelskog.

KPEN (FM) Atherton, Calif.—Granted mod of cp to change ERP to 35 kw; ant. height to 1,080 ft.; change trans. location and type trans.; waived sect. 3.205 of rules to permit studio to be located outside city where station is located and at site other than trans. site.

Following stations were granted extensions of completion dates as shown: KRAK Stockton, Calif. to Sept. 1; WDVL Vinland, N.J. to April 30; WETC Wendell-Zebulon, N.C. to June 30; WELZ Belzoni, Miss. to April 30; KINT El Paso, Tex. to May 1; KIXZ Amarillo, Tex. to Sept. 22; KBJT Fordyce, Ark. to July 6; KINK Phoenix, Ariz. to June 15; KPEN (FM) Atherton, Calif. to June 21; WKDN-FM Camden, N.J. to July 23; WSJG (FM) Miami, Fla. to June 27; WYNS (FM) Towson, Md. to July 3; KBBI Los Angeles, Calif. to June 20; WLOA-FM Braddock, Pa. June 1; KGEE-FM Bakersfield, Calif. to June

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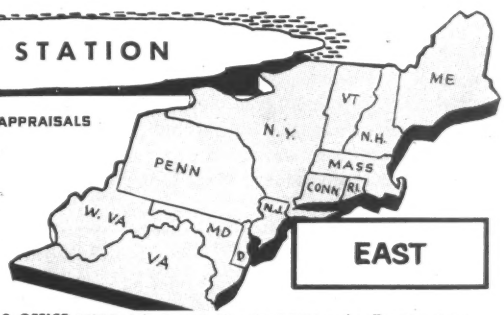

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through March 18

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,301	41	116	648
FM	549	42	142	70
TV	448[1]	71	103	111

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through March 18

	VHF	UHF	TOTAL
Commercial	439	80	519
Non-commercial	32	8	40

COMMERCIAL STATION BOXSCORE

As reported by FCC through Feb. 28, 1959

	AM	FM	TV
Licensed (all on air)	3,297	545	448[1]
CPs on air (new stations)	42	46	68[2]
CPs not on the air (new stations)	119	134	106
Total authorized stations	3,458	725	666
Applications for new stations (not in hearing)	490	44	43
Applications for new stations (in hearing)	130	24	63
Total applications for new stations	620	68	106
Applications for major changes (not in hearing)	519	38	40
Applications for major changes (in hearing)	45	0	15
Total applications for major changes	564	38	55
Licenses deleted	1	1	0
CPs deleted	0	0	1

[1] There are, in addition, six tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

26 and KGFM (FM) Edmonds, Wash. to July 30.

Actions of March 11

KHQL-TV Sterling, Colo.—Granted cp to replace expired permit for tv station.

KOFE Pullman, Wash.—Granted authority to sign-off at 6 p.m. for months of April through August.

Following stations were granted extensions of completion dates as shown: WYZZ (FM) Wilkes-Barre, Pa. to March 31; WMUB-TV Oxford, Ohio to May 24; KLFY-TV Lafayette, La. to Sept. 24.

Actions of March 10

Granted licenses for following fm stations: WMKZ Jackson, Mich; WLNA-FM Peekskill, N.Y.; condition; WIFI (FM) Glenside, Pa.

WBOE Cleveland, Ohio—Granted license covering decrease of ERP to 9 kw and changes in ant. system.

WFSU-FM Tallahassee, Fla.—Granted license covering change of type trans., increase tower height and make changes in ant. system.

KHFM (FM) Albuquerque, N.M.—Granted license covering change of ERP to 1.5 kw trans. and studio location and ant. height.

KCLE-FM Cleburne, Tex.—Granted license covering change of frequency, increase ERP to 6.35 kw, installation new type trans. and type ant., increase ant. height.

WFMU (FM) East Orange, N.J.—Granted license covering change ant.-trans. location; remote control permitted.

WCRT Birmingham, Ala. — Granted license covering increase power from 1 kw to 5 kw and installation new trans.

WETU Wetumpka, Ala.—Granted license covering increase power from 1 kw to 5 kw and installation new trans.; remote control permitted.

WRKH Rockwood, Tenn.—Granted license covering increase in power.

KMMJ Grand Island, Neb.—Granted license covering installation new type trans. as aux. trans. at present main trans. site.

KSFO San Francisco, Calif.—Granted license covering changes in ground system.

WDAE-FM Tampa, Fla.—Granted license covering installation new type ant.; ERP 64 kw, ant. 435 ft.

WNAB Bridgeport, Conn. — Granted license covering changing ant.-trans. location, making changes in ant. (increase height) and ground system.

WRC Washington, D.C.—Granted license covering installation new trans.; condition.

KFDX-TV Wichita Falls, Tex. — Granted

(Continued on Page 127)

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Maine radio station requires ambitious hard working man combining talents of live wire salesman and top announcer. We want a man who can assume responsibility. Some air work. Emphasis on sales. Guarantee over $5,000 plus commissions. No prima donnas. Box 724H, BROADCASTING.

Sales manager major central Ohio market. Top money and future for man who loves to sell. Box 123K, BROADCASTING.

Excellent salary plus commission for high-caliber radio salesman in 250,000 population market. Good working and living conditions and room to grow! Box 223K, BROADCASTING.

Springfield, Mass., 5000 watter wants a salesman. Only those who can take over as assistant manager need apply. Box 233K, BROADCASTING.

Wanted: A jet-propelled salesman. You are a successful radio, tv or space salesman with a driving ambition to work your way into an executive position of responsibility with a growing advertising promotional firm. You are well-organized, self-starting, with a flair for effective letter writing. You are in your 30's, married, and welcome the challenge of an opportunity limited only by your own ability, enthusiasm and drive. If you are the man we are looking for, you will move up in our organization with the speed of your own momentum. Send all vital statistics, including salary requirements to: Box 271K, BROADCASTING.

Established Texas station needs versatile, experienced salesman - announcer. Start $400.00 plus bonus. Box 283K, BROADCASTING.

Sales representative wanted for new Westport, Connecticut, radio station. Quality market with good future. Call CApital 7-5133, or write P.O. Box 511, Westport, Connecticut.

Salesman, for Tucson, Arizona. Write Manager, P.O. Box 5158.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman for Fort Collins in foothills of Rocky Mountains midway between Denver, Colorado and Cheyenne, Wyoming. Excellent salary and incentive commission. Send your record of sales performance and photo to Radio KCOL, Fort Collins, Colorado and join the "Rush to the Rockies".

Expanding under new owners. Want aggressive man to sell good station against good competition. You can't coast in this job. Contact Ray Cheney, KRES, St. Joseph, Missouri.

Help Wanted—(Cont'd)

Sales

Independent station, with top Pulse rating all day long, would like to correspond or talk in person to a reliable experienced radio time salesman, relative to a permanent sales position. Best of working conditions and the nicest town in California to live, near Kings Canyon & Sequoia National Parks. Good schools including college. Character and record must bear investigation. KONG, Visalia, California.

Experienced salesman, radio. If you are aggressive, interested in making top money in substantial market with solid radio-tv operation, we want you. Opportunity excellent for permanent man who can produce. Guarantee and commission commensurate with your ability. No others need apply. Contact Jack Chapman, KTSM-Radio, El Paso, Texas.

Salesman—216,000 wealthy and progressive agricultural market. Experienced only. Must produce. First phone and board work helpful. Adult programming, local and regional. Ideal community life. Family man preferred. KWSO, Wasco, California.

Experienced radio salesman with ideas and follow through to sell for leading regional station in highly competitive market. Send resume, proven record and references to Gene Conrad, WERC, R.D. #4, Robinson Road, Erie, Pennsylvania. 9-9647.

Radio time salesman: WFRL, Freeport, Illinois, needs full-time professional radio time salesman to fill vacancy which guarantees minimum earnings and offers up to 40% commission on sliding pay scale. $400 per month guarantee for three months to start. Send full details including monthly billing for past six months to Dave Taylor. Interview necessary.

Two highly qualified salesmen to join expanding 8-station radio-tv chain. Age 21-36. Opportunities to advance to management. Excellent draw, 15% commission. For Norfolk, Va. and Wilmington, Del. Send background, history of billings and photo to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Del.

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Staff announcer for independent Pennsylvania station. 48-hour week, large market, excellent salary plus over-time, vacations. Desire an experienced man looking for a permanent job in a chain organization with an opportunity for advancement. Tape and resume required. Box 455H, BROADCASTING.

California station wants announcer who is unable to vent his humorous personality on air where now employed. Top pay. Box 942H. BROADCASTING.

Announcer with first phone. Good salary, excellent opportunity for advancement with top Montana station. Box 176K, BROADCASTING.

Experienced morning man who can also sell part-time. No drunks, drifters, hillbillies. E. Carolina, 250 MBS. Tell all including salary requirements. Box 242K, BROADCASTING.

Experienced staff announcer for 5 kilowatter in small north Georgia town. Old established station. Variety programming, not top 100. Give details, photo, audition tape, salary requirements. Box 243K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Beginners, graduates, semi-experienced. Why haven't you landed that job? Qualified program director records helpful criticism directly on your audition tape. Learn why your tape fails where others succeed. Five dollars. Box 251K, BROADCASTING.

KBUD, Athens, Texas seeking experienced staff announcer.

Announcer-first phone, no maintenance. Two weeks vacation, health insurance, new studios and equipment mobile units air and auto. Adult programming, start $433.00, need immediately. Phone Mr. Jae, KHMO, Hannibal, Mo., Number 3450.

Looking for a future? Your opportunity to connect with growing organization. Need good combo man. Maintenance expected. Also announcer-salesman. Call MO 4-4324, KOPY, Alice, Texas, immediately.

Announcer with first phone. Chance for man light on experience to become long on ability. Good small town living. Ideal for outdoorsman. Send tape, resume, salary requirements. KRXK, Rexburg, Idaho.

Combo man. First phone necessary. Contact E. H. Whitehead, KTLU, Rusk, Texas.

Have immediate opening in one of the nation's fastest growing cities, Huntsville, Alabama. Must have production minded man with ability to run top fifty operation. State salary expected in letter of application, together with recent snapshot, tape, and resume. M. D. Smith, WAAY, Huntsville, Alabama.

Washington D.C. area's number one station auditioning exceptional, fast, modern announcers. Send tape. WEAM.

Wanted immediately staff announcer with personality and knowledge of popular music. Salary open. Write or call Ken Gordon, WFTR, Front Royal, Virginia.

Massachusetts—Top rated, fast growing 1 kw daytimer needs immediately experienced announcer with superb ability to sell on the air. Fast paced adult radio. Music and news format. Must have top ability and voice. Excellent opportunity. Best references required. Rush tape and resume to R. E. Adams, Gen. Mgr., WKOX Radio, Framingham, Mass.

Woman announcer. Now auditioning for woman announcer who can write good copy and aid in sales calls. Send full information background references, photo, tape. Personnel Dept., WLAC Radio, Nashville 3, Tennessee.

Wanted. Announcer with all-around experience to handle music-news and sports format. Immediate opening. Send tape, photo and resume to WPIK, Alexandria, Virginia.

Technical

Engineer-announcer wanted for small daytime station in South Carolina. Name salary. Box 276K, BROADCASTING.

Chief engineer to double as announcer. Must be neat and good worker. Prefer single man. KTNC Falls City, Nebraska.

Beginner wanted, with first phone and desire to announce. $75.00 a week. Send tape, resume to WCRA, Effingham, Illinois.

Help Wanted—(Cont'd)

Technical

Opening beginning this summer for maintenance-supervisor engineer for radio-television studios and other electronic equipment in new quarters on college campus. Contact Donald Kleckner, Bowling Green State University, Bowling Green, Ohio.

Production-Programming, Others

Cooking school, food editor for tv-radio and newspapers. Box 170K, BROADCASTING.

News director at radio and tv network stations medium size midwest market. Prefer journalism graduate with radio and/or tv news experience. Send complete info and picture. Box 199K, BROADCASTING.

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Experienced local news reporter needed for New Mexico 1000 watt daytimer. Gather and announce three times a day, attend meetings, become part of community. Send qualifications, tape experience, past employers, family status, salary requirements to Box 270K, BROADCASTING.

News director radio and tv. Midwest. Affiliated with NBC television and MBS radio. Excellent opportunity for man who is capable of directing 8 man team. Send full details. Box 272K, BROADCASTING.

Copy writer—Wonderful opportunity for a creative writer. Every aid available. Plenty of talent to work with. We specialize in production commercials. Should be able to take charge of department with co-writer. Highest salary offered. Beautiful community on shores of Lake Erie. Funland summer and winter. WJET, Erie, Pa.

Wanted, instructor and administrator with college training and broadcasting experience. National Academy of Broadcasting, 3338 16th Street, N.W., Washington, D.C., Decatur 2-5580.

RADIO

Situations Wanted—Management

Station manager. Capable all phases, including sales. Proven record. Box 956H, BROADCASTING.

General manager-medium small southern station. Eighteen years experience all phases - announcing - programming - sports - sales - first phone. Manager 7 years. Active church and civic life. Top industry and personal references. Salary and percentage, preferably ownership basis. Box 222K, BROADCASTING.

At liberty: Manager. Programming sour—sales low—prestige nil—copy doesn't sell—production poor—listening audience light—station needs complete renovating. Know all phases of broadcasting—Past record speaks with loud voice. Box 245K, BROADCASTING.

General manager who has topped industry sales records seeks new opportunity for revenue expansion. Twenty-five years experience. Specialist in operations and sales productivity. Box 247K, BROADCASTING.

Attention: So. Califorina radio, tv agencies: What's your needs? Like, have done, can do: Manager, programming, sales, announce. Tv-writer-producer-director-commercial announcer-news, weather-farm-sports. 11 years radio and tv. 2 years district sales manager national firm. 35, family. Nowhere to go but up in salary and position. Write Box 249K, BROADCASTING.

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K, BROADCASTING.

Wanted: Manager-salesman for new daytimer opening soon in North Carolina. Small market experience helpful. Also announcers, engineers, copywriters. Write Box 286K, BROADCASTING.

Sales manager-general manager, 15 years in radio station sales, local, regional, national. Thorough knowledge all phases station operation. Highest radio industry references. Box 294K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

General manager, 13 years radio experience, all phases. Strong on sales, university graduate, family man, former station owner. Have proven program plan and sales ideas. Box 298K, BROADCASTING.

Sales

Salesman/announcer. Love challenging sales problems. Write copy. Operate board. Box 957H, BROADCASTING.

Intelligent, energetic, creative, idea man successfully selling radio time—wants major market nut to crack. Objective? Box 253K, BROADCASTING.

New Mexico, Arizona, California. Salesman-announcer. Lots of experience and ability. Family man. References, tape. Box 256K, BROADCASTING.

Hard working announcer-air personality-writer. Eight years radio-tv experience. Would like opportunity in sales or management. Box 260K, BROADCASTING.

Salesman looking for good solid market, don't mind competition. Selling and managing for last five years. News and live sports 3 years, staff announcer 5 years. College degree, 38, family. Box 299K. BROADCASTING.

Announcers

Negro announcer/dj. Intelligent. Versatile. Good background. Salesman. Handle controls. Box 958H, BROADCASTING.

Female, announcer plus. Good background. Women's programs, plus. Reliable. Versatile. Box 959H, BROADCASTING.

Attention New Jersey — eastern Pennsylvania! Announcer-dj with first phone, excellent voice, would like to relocate. No maintenance. Presently employed as dj at 5 kw. Box 135K, BROADCASTING.

News-special events-plus. Announcer-producer-writer. Radio and tv. Box 148K, BROADCASTING.

Pacific northwest: Experience, youth, ability. DJ-copywriter for over year in Seattle station. College grad, single, third-phone. Looking for chance to grow with progressive station. Box 155K. BROADCASTING.

Announcer-dj, three years experience, now employed pd, in small operation, desire larger market, very dependable, prefer La., Ala., Miss., Fla. Box 220K, BROADCASTING.

Hillbilly dj with that "something special." Sober, dependable, family man. Write Box 224K, BROADCASTING.

Oklahoma, southwest: Top man in small market wants to become bottom man in larger market. Presently morning man, pd, copy, newsman, janitor. Family, college, young, some tv. Box 228K, BROADCASTING.

Gospel programs. Announcer-producer-packager. Capable handling commercial staff duties. Box 229K, BROADCASTING.

Old pro. Broad education and experience announcing and programming. Seeking station where imagination is valued over cuteness. Multi-station market only, with tv opportunity. Box 230K, BROADCASTING.

Country music dj available immediately. Top personality, age 29, reliable, energetic, creative, top radio promotion, production manager, worker, recording artist. Presently employed. Box 231K, BROADCASTING.

Sports minded stations. Terrific sportscaster announcer, salesman. First-phone. 6 years experience. California preferred. Other areas considered. Box 234K, BROADCASTING.

Single, mature announcer, five years experience, desires music and sports. Prefer south. Now program director. Best references. Box 235K, BROADCASTING.

Experienced announcer, married, 30. Presently with major midwest network operation. Desire affiliation with metropolitan network station. No top 40 please. Box 240K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Staff announcer: 9 months commercial experience, 2 years college training. Hard sell, strong on news, experience with all types of programming including remotes, and some network. Operate board. Reliable, conscientious, sober, loyal. Currently employed, over 21. Would like to get some sales experience. Prefer to locate in Alaska but will consider offer from any location. Box 239K, BROADCASTING.

Attention New England. Top rated dj presently employed Massachusetts second largest market, programming and afternoon show, desires better position. College, programming ideas, best references. Box 250K, BROADCASTING.

Newsman-announcer. Twenty years experience. Over ten years with present station. Highest qualifications. Box 254K, BROADCASTING.

Exceptionally capable and convincing dj, radio and tv news and commercial announcer, over two years with small CBS outlet metropolitan city of 200,000. Seeks greater challenge, single, age 26. Copy and programming potential. Prefers midwest, immediately available. Box 257K, BROADCASTING.

Young announcer. Mature voice. Skillfully trained. College background. Sincere pitch. Available in June. Tape sent immediately. Box 262K, BROADCASTING.

Southwest-mature program director. Audience builder. Tired of ratrace; seeking security. Box 264K, BROADCASTING.

Broadcasting school graduate wishes first position. Willing and co-operative, married, family, veteran. Box 266K, BROADCASTING.

Announcer-dj. Any type show. Can operate own board. Competent on news too. Top references. Tape, resume on request. Box 278K, BROADCASTING.

Announcer. Authoritative voice. Desire additional experience. Salary secondary to position. Eager to work hard to prove ability. Box 281K, BROADCASTING.

Versatile dj, experienced, adult staff announcer. College degree. Box 282K, BROADCASTING.

All-around staff. Play-by-play, dj, special events. Five years experience. Desire opportunity for advancement. Married, family. Salary must warrant move. Box 288K, BROADCASTING.

Top potential for your organization. Experienced energetic first phone maintenance engineer, who also does good straight smooth announcing job. Experienced modern personality music-news operation. Conscientious, with know how of production spots. Family. Box 290K, BROADCASTING.

Radio-tv newscaster. Dramatic delivery that commands attention. Writes professional copy. Network experience. Major markets. Box 291K, BROADCASTING.

Announcer: 9 years experience, 7 years in same competitive market. 4 years experience in sales, reliable, can furnish best references. Presently employed as assistant manager to successful station. All inquiries considered. Box 295K, BROADCASTING.

Personality dj-plus-play-by-play sports. Ten years all phases radio-tv, college degree, married. Production and program minded. Seek good situation that offers stability. Box 296K, BROADCASTING.

Presently employed sports announcer-director, married, 26, desires better position. Box 297K, BROADCASTING.

Versatile announcer, topnotch, successful, stable. Presently met market. Desires happy environment. Box 300K, BROADCASTING.

Oklahoma and southwest. Announcer, young. Eager to learn. Tape. References. All letters answered. Box 301K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Personality dj, staff and news. Radio tv experience. Available immediately. Box 302K, BROADCASTING.

Experienced news and play-by-play sports. Settled, 38, sober. Year tv. Anywhere. Box 303K, BROADCASTING.

No tv—have face for radio. Announcer—7 years experience. All phases. Available now. Phone—Chicago, Avenue 3-5734.

Experienced dj, announcer, news, 21, married, car, draft free, employer recommended. Available immediately. Joe Baker, 5509 Claude Street, Hammond, Indiana.

Announcer — family man, clear, crisp, authoritative voice. Alert newscaster. Good sell. Intent on doing best job possible. Dave Dunn, 2053 N. Avers, Chicago 47, Illinois. Humboldt 9-7216.

Have first phone, 1½ years schooling. Desire dj or newscasting position. One year experience in television (traffic office). John Kirby, 5629 Tahama St., Sacramento, Calif. ED 2-5381.

Staff announcer. Good selling deliver. Young, opened minded, hard working individual. Single. Noel Mizell, 814 Orchard Drive, Rolla, Missouri.

Staff announcer experienced. News, commercials, disc shows, but no hot shot or punch artist. Jack J. Quirk, 1410 Byron St., Chicago, Illinois.

Technical

Supervisory or chief position. Prefer full-timer. Experienced. No unsavory habits. Good, clear voice. All inquiries answered. Box 153K, BROADCASTING.

We're losing our chief engineer due to a reorganization of the station. He's a solid man and we hate to lose him. In addition to his general radio ability he also has experience in major market tv studio operation. If you need a good man, we'll recommend him highly. Box 225K, BROADCASTING.

Experienced chief engineer desires position in daytime station in Florida. Strong on maintenance and construction limited announcing. Box 248K, BROADCASTING.

Transmitter position, 2 years experience, school graduate, 1st radiotelephone. Box 258K, BROADCASTING.

Chief engineer presently employed, midwest. Construction and directional experience. 6 years in radio. Capable announcer. Desire permanent position. Management experience. Box 267K, BROADCASTING.

1st phone man with five years experience in radio and tv. Also some construction and maintenance. Available at two weeks notice. Box 289K, BROADCASTING.

Engineer 1st radiotelephone. Prefer west or south. Consider television. P.O. Box 1082, Erie, Penna.

Production-Programming, Others

Young, married, aggressive, experienced college man looking for midwestern position as "pd" or news director. 8 years experience as announcer, engineer, dj, newsman and copywriter, tv experience. $120/wk with growing, reputable station. Not top 30 type programming! Box 221K, BROADCASTING.

Single copywriter, 4 years experience desires position in south or midwest. Experience includes straight and production copy. Box 226K, BROADCASTING.

Experienced radioman: Six years, assistant manager, program director, announcer, engineer. Employed as commercial manager. Desire program director position in southwest. Box 238K, BROADCASTING.

Program director-announcer, 4 years experience, 3 years present position, 2 years program director. College, family, looking for advancement. Solid background and reputation. Box 255K, BROADCASTING.

Eight years as am-tv air personality-writer. Would like news director-newscaster position in small-medium market am-tv. Journalism degree. Box 261K, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Quality only—19 years radio—all phases—local and net—plus 5 years tv talent and directing. Desire medium market pd or eastern metro announcing-news. No hotshot dj or small combo—just good, solid work in congenial operation. Box 268K, BROADCASTING.

Young man. Excellently trained. 2 years college. Can type. Box 269K, BROADCASTING.

Production manager. Professionalize, tighten your production; eleven years radio, television; six television producer-director, all commercial; detail man. Box 273K, BROADCASTING

Program director with 5 years deejay, news, sales, programming experience. Top 30 markets only. Top references. Box 274K, BROADCASTING.

Newscaster, mature, first ticket. Take charge or assist. PD if necessary. Writer, boardman, workhorse. Waldo Brazil, 510 16th St., Oakland, California. Twin Oaks 3-9928.

TELEVISION

Help Wanted—Technical

Full power midwest vhf station needs studio and transmitter maintenance men. Experienced only. Must have first phone. Box 189K, BROADCASTING.

We have a staff opening at the present time for a studio engineer with the following minimum qualifications: Familiar with operating studio test equipment, have high degree of initiative, fair camera operating technique, minimum one year experience in tv maintenance, and over 26. Send full particulars including photo to Gene Phelps, KPTV, 735 S.W. 20th Place, Portland, Oregon.

TELEVISION

Situations Wanted—Management

Don't sell — celebrate! Profits, efficiency, prestige — or money back. Box 955H, BROADCASTING.

General manager, with 20 years background in radio and tv. Experienced all phases. Strong on sales—personally handle national and regional accounts. Five years in present position. Box 192K, BROADCASTING.

Manager or commercial manager; 7 successful years in these capacities. 16 years television radio experience. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

Announcers

TV announcer; experienced, live, film, commercials. Ready for top market. Box 896H, BROADCASTING.

News announcer. Good sounding. Serious appearing. Desire initial television opportunity; location unimportant. Radio experience. Box 287K, BROADCASTING.

Technical

Chief engineer—9 years experience. Planning, construction and operation. Past five years assistant chief engineer. Proven ability, excellent references. Box 974H, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Photographer tv experienced, 15 years commercial background, art center schooling. Top references. Willing to relocate. Box 292K, BROADCASTING.

Production-Programming, Others

Experienced announcer-director-cartoonist, college grad. Offers top rated children's show, weathercast, and other talents to progressive tv operation. Box 259K, BROADCASTING.

FOR SALE

Equipment

Presto 6-N disc recorder, 88-A amplifier, Gray 1035-L pickup arm, complete, $600; Gates 30 control board, 5 microphone, 2 turntable and 8 remote inputs, 5 cue pots, ready to go, $500; Gates 6-C line amplifier, $100; Jensen GP 802 speaker, $50; Altec lansing coaxial speaker, $100; RCA 44-BX microphone, $75; all fob, cod. Box 304K, BROADCASTING.

One GE 250-watt am transmitter. Excellent condition with tubes. $1,000.00 cash. One bay am-fm antenna type BY-2A, Ideco 169 ft. self-supporting tower including lighting. You dismantle and pick up. First reasonable offer will be accepted Available immediately. Call, wire or write, Edward Jansen, KASK, Ontario, California.

Used audio and remote control equipment. Complete Gates remote control system RCM12 w/accessories $895; 4-RMC reproducers w/Universal Diamond Stylus EL-2B equalizers $250; 1 spare head $25; 2-W.E. 9B reproducers w/KS 13386 equalizers $70; 1 Gates GR-90 remote single channel amplifier $77.50. KERG Radio, Eugene, Oregon.

1 kw transmitter complete. In excellent operating condition. Contact: KPLI, 3638 8th Street, Riverside, California. Tel.: Overland 3-6200.

Tapak portable battery operated tape recorder. Complete. New $329. Used only twenty hours. $125. WHDL, Olean, New York.

Excellent Gates BC1E 1 kw transmitter. Antenna tuning equipment. Rust remote control. Package or individually priced to sell. Going 5 kw. WEEB, Southern Pines, N.C.

General Electric BT-3-A 3kw fm transmitter in excellent condition. Best offer over $4,000.00. Also available other fm, am, tv transmitters and equipments. Technical Systems Corp. (Dept. LD), 12-01 43rd Ave., L.I.C. 1, N.Y.

WANTED TO BUY

Stations

CP or station in difficulty, sought by responsible operator. Box 902H, BROADCASTING.

Qualified and financially able party will buy station or cp with good potential. Write confidentially and in detail. Box 100K, BROADCASTING.

In TEN years as GENERAL and SALES MANAGER of WNOR, Norfolk, Va.

(1) Built station business from zero to $450,000 yearly.
(2) Made over $800,000 profit for owner.
(3) Increased station value over ONE MILLION DOLLARS.

Interested in management with part ownership or management with salary plus commissions or share of profits.

EARL HARPER
1000 Manchester-Norfolk, Va. Madison 2-1930

WANTED TO BUY

Stations—(Cont'd)

Reliable group $100,000.00 cash or down for a station anywhere in eastern section. Guaranteed confidential. Box 150K, BROADCASTING.

Cash for cp or $10- $15M down existing station. Successful manager, financially responsible. Consider partnership. Box 160K, BROADCASTING.

Will buy tv station. Replies confidential. Box 172K, BROADCASTING.

Radio broadcaster will buy or participate in Florida east coast cp or station. Address Box 514—Delray Beach, Florida.

Radio stations in the mid-west. Send details to L. L. Gould, Mid-America Broadcasting System, Inc., P.O. Box 297, Highland Park, Illinois.

Equipment

DuMont video switching and mixing equipment, type TA-178-B. Box 206K, BROADCASTING.

Power supply RCA-MI-11301 B for RCA consolette 76C. Instruction book for operation of RCA consolette. Box 227K, BROADCASTING.

10 kw fm amplifier without power supply, new or excellent condition. Box 237K, BROADCASTING.

6N or 8N disc cutter, complete with amplifier. Box 263K, BROADCASTING.

Want 5 kw used transmitter, will buy outright or trade 1 kw if standby desired. Box 284K, BROADCASTING.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2. 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School. 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

First phone license in six weeks. Guaranteed instruction. Next class—April 6. Elkins Radio License School of Atlanta, 1139 Spring Street, N.W., Atlanta 9, Georgia.

BUSINESS OPPORTUNITY

Operate area radio-tv talent search: cooking schools, special promotions. If you want permanent money-making opportunity it's yours if you can sell. Box 171K, BROADCASTING.

MISCELLANEOUS

Personalized bingo cards for radio, television and newspaper promotions, with IBM controls. Size 3¾ x 5¾ $2.50 per 1000. Bingo Time U.S.A. Box 906, Denver 1, Colorado. Phone Acoma 2-7539

RADIO

Help Wanted—Management

STATION MANAGER

To direct sales and programming at 5000 watt radio station medium midwest market. Substantial salary plus excellent commission makes exceptional, permanent position for experienced proven man. Send summary of experience and recent picture to:

Box 200K, BROADCASTING

Help Wanted—(Cont'd)

Technical

FIELD ENGINEER

3 to 5 years experience in TV broadcasting, either as design or station engineer. Familiar with testing and all technical procedures in trouble-shooting electronic equipment. Prior experience as field engineer and willingness to travel extensively desired.

Excellent opportunity with rapidly expanding company. All benefits. Reply stating education, experience and salary desired, to: Box B 169, 125 W. 41 St., New York.

Production-Programming, Others

PRODUCER-PERSONALITY FOR CALIFORNIA RADIO

Tape editing, writing, producing of production announcements for promotion and commercial purposes are must. Rush complete details, including salary requirements, photo, and tape of spot announcements written and produced by you in addition to portion of record show to:

Box 265K, BROADCASTING

RADIO PROGRAM DIRECTOR

For top eastern 50 kw net affiliate in million market. Applicant must be thoroughly experienced and presently employed as P.D. or Asst. P.D. in good sized market and operation. Must know music, have history of successful, saleable program production, be a good coordinator and able to perform administrative functions of department effectively and efficiently, and not afraid of hard work and long hours necessary to conduct a top-notch program operation; have big ideas at practical cost. We'll start you at five figures. Complete background and recent picture in first letter. Send no tapes. We want a creative administrator, not a performer. Replies confidential.

Box 293K, BROADCASTING

RADIO

Situations Wanted—Announcers

QUESTION

Do you have some daytime hours to hand over to responsible couple who know music and records from first hand experience, can sing, amuse, create jingles, do show interesting to broad segment adult audience? Presently located East, go anywhere for right setup. Reasonable money important but secondary to opportunity.

Box 277K, BROADCASTING

Production-Programming, Others

TOP RADIO AND TV NEWSMAN

International and local news is my business. 7 years reporter, writer, editor, news and public affairs director. Excellent voice and presence frequent network feeds. Finest references. Age 32. Now employed New England major eastern market only.

Box 285K, BROADCASTING

FOR SALE

Equipment

FOR SALE:

To educational Broadcasters

One 6A1 RCA 6-bay high band antenna used on Channel 11. In satisfactory service for four years in dry desert climate until September, 1958 when replaced by higher gain antenna.

Address inquiries to Leavenworth Wheeler, Chief Engineer, KIVA-TV, P.O. Box 1671, Yuma, Arizona.

EMPLOYMENT SERVICE

Looking for . . .

QUALIFIED BROADCASTERS?

A BETTER JOB?

Employers and Applicants Contact

DISK JOCKEY PLACEMENT CENTER, INC.

Agency Specializing in

BROADCASTING • ADVERTISING PERSONNEL

PAUL BARON, *Managing Director*

100 West 42nd Street, New York 36, N.Y.

WIsconsin 7-6322 (Phone for appointments)

(Enclose return postage with tapes)

MISCELLANEOUS

ATTENTION RADIO STATION OWNERS AND GENERAL MANAGERS, NOW NATIONAL SALES.

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mod. of cp to change ant. system and make minor equipment changes; ERP vis. 100 kw, aur. 69.2 kw, ant. 1,000 ft.

WJHL-TV Johnson City, Tenn.—Granted extension of completion date to April 28.

Actions of March 9

Granted licenses for following am stations: WFRB Frostburg, Md., and specify type trans., conditions; KFDF Van Buren, Ark., and specify type trans.; WGOK Mobile, Ala.

WKAQ-FM San Juan, P.R.—Granted license for fm station.

WRXO-FM Roxboro, N.C. — Granted license for fm station.

WOBN Westerville, Ohio—Granted license for noncommercial educational fm station.

WRJR Lewiston, Me.—Granted license for noncommercial educational fm station.

WJVA South Bend, Ind.—Granted license covering increase in power and installation new trans.

WSB-FM Atlanta, Ga. — Granted license covering change in ERP to 49 kw, change ant. height and installation new type ant.

KCVL Colville, Wash.—Granted authority to sign-off at 6 p.m., PST, for period April through August.

WNMP Evanston, Ill. — Remote control permitted.

Action of March 6

KDJI Holbrook, Ariz. — Remote control permitted.

ACTIONS ON MOTIONS

By Hearing Examiner

Jay A. Kyle on March 12

Scheduled prehearing conference for April 9 in proceeding on am applications of Farmville Bcstg. Co., Farmville, N.C., and WYSR Inc. (WYSR), Franklin, Va.

By Hearing Examiner

Thomas H. Donahue on March 12

Granted petition by Vernon G. Ludwig for extension of time from March 12 to March 25 to file reply findings in proceeding on his application and that of Pan American Radio Corp., for am facilities in Tucson and Benson, Ariz.

By Hearing Examiner

Charles J. Frederick on March 12

Received in evidence exhibits 31 and 36 of WVNJ Newark, N.J., and closed hearing record in matter of applications of Newark Bcstg. Corp. and WMGM Bcstg. Corp., for fm facilities in Newark, N.J., and New York, N.Y.

By Hearing Examiner

Isadore A. Honig on March 12

Granted informal request by Radio KYNO, The Voice of Fresno (KYNO), Fresno, Calif., for continuance of further hearing from March 13 to March 24 in proceeding on its am application.

Commission on March 13 granted motion by Herman B. Rosen and extended time to March 31 to file comments on notice of proposed rule making to change tv table of assignments in Honolulu, Wailuku and Hilo, all Hawaii.

By Commissioner Rosel H. Hyde on March 12

Granted motions by Broadcast Bureau and Birney Imes Jr. (WMOX), Meridian, Miss., for corrections of transcript of oral argument in proceeding on applications of WMOX and Mississippi Bcstg. Co., Carthage, Miss.

By Hearing Examiner Millard F. French on March 13

Scheduled prehearing conference on March 23 at 9 a.m. in proceeding on am applications of Granite City Bcstg. Co., Mount Airy, N.C., and Cumberland Publishing Co. (WLSI), Pikesville, Ky.

By Hearing Examiner Basil P. Cooper on March 13

Granted petition by Intrastate Bcstrs. for leave to amend am application to make it clear that main studio of proposed station is to be in Pomona, Calif., in lieu of Pomona-Claremont.

By Hearing Examiner Herbert Sharfman on March 13

On request by applicant, extended time to March 25 to file reply findings in proceeding on applications of Tomah-Mauston Bcstg. Inc. (WTMB), Tomah, Wis., for cp and mod. of cp.

By Hearing Examiner H. Gifford Irion on March 16

Scheduled prehearing conference in proceedings on following am applications: April 3— Radio St. Croix Inc., New Richmond, Wis., et al. (23 applications); April 6 —Moyer Radio, Providence, R.I., et al.

By Hearing Examiner Jay A. Kyle on dates shown

Continued hearing from March 25 to May 12 in proceeding on am applications of Tempe Bcstg. Co., Richard B. Gilbert, David V. Harman, all Tempe, Ariz. Action March 9.

Scheduled prehearing conference for 2 p.m., March 20, in proceeding on am applications of Malrite Bcstg. Co. and Dale Windnagel, Tiffin and Oak Harbor, Ohio. Action March 11.

By Hearing Examiner J. D. Bond on March 11

Granted to extent specified in order suggested corrections to transcript as submitted by Donald W. Huff and Equitable Pub. Co., Lansdale, Pa., in proceeding on their am applications, and unless written objections are filed by any party within five days to transcript corrections ordered upon examiner's initiative, as set out in asterisk-identified items, record shall be corrected.

By Hearing Examiner H. Gifford Irion on March 11

Upon request by Continental Bcstg. Corp. (WHOA), San Juan, P.R., continued conference from March 31 to April 14 in proceeding on its am application and that of Jose R. Madrazo, Guynabo, P.R.

By Hearing Examiner Herbert Sharfman on March 11

On oral request by Tomah-Mauston Bcstg. Co. Inc. (WTMB), Tomah, Wis., and without objection by protestant and Broadcast Bureau, continued from March 12 to March 16 time for filing reply findings of fact and conclusions in proceeding on its am applications.

By Hearing Examiner Charles J. Frederick on March 11

Granted petition by Fairview Bcstrs., Rensselaer, N.Y., for continuance of prehearing conference from March 20 to March 27 in proceeding on its am application and that of Sanford L. Hirschberg and Gerald R. McGuire, Cohoes-Watervliet, N.Y.

By Hearing Examiner Forest L. McClenning on March 10

Granted petition by Coral Television Corp. for extension of time for filing replies to petitions of Publix Television Corp. and South Florida Amusement Inc., for enlargement of issues to include issue on financial qualifications of Coral; extended time to date ten days after release of order by Commission ruling upon pending petitions of Publix and South Florida in Miami-Perrine, Fla., tv ch. 6 proceeding.

By Hearing Examiner Elizabeth C. Smith on March 10

Granted joint petition by Harold Lampel, Garden Grove, Calif., applicant, and Harry Maizlish, d/b KRHM Bcstg. Co., respondent, for extension of time from March 13 to July 9 to file proposed findings of fact and conclusions and for reply findings from April 3 to July 30 in proceeding on Lampel's fm application.

By Hearing Examiner Annie Neal Huntting on March 11

Granted informal request by Miners Bcstg. Service Inc., for continuance of hearing from April 7 to April 14 in proceeding on its application and that of Valley Bcstg. Co., for am facilities in Lehighton and Kingston, both Pennsylvania.

PETITION FOR RULEMAKING FILED

Electronic Industries Association, Washington, D.C. (3-11-59)—Requests amendment of rules to clarify present wording with respect to frequency response in vicinity of color pass band and to change method of measuring aur. power of trans. to direct measurement. Ann. March 16.

PETITION FOR RULEMAKING DISMISSED

WWLP Springfield, and WRLP Greenfield, Mass. (7-2-58)—Requested amendments in allocations plan by making following changes: Hanover, N.H., delete ch. 27, add ch. 33; Lebanon, N.H., add ch. 27; Manchester, N.H., delete ch. 48. Exeter, add ch. 48. Dismissed by letter dated March 3, 1959. Ann. March 16.

PETITION FOR RULEMAKING DENIED

WREC-TV Memphis, Tenn. (10-8-58)—Requested changes in offset carrier requirements wherein ch. 3 at Memphis would be changed from minus to zero (even) offset; ch. 3 at Louisville, Ky., would be changed from minus to zero (even) offset, and ch. 3 at Harrisburg, Ill., would be changed from zero (even) to minus offset. Denied by report and order adopted Feb. 18, 1959. Ann. March 6.

License Renewals

Following stations were granted renewal of license: KBMW Breckenridge, KLTF Little Falls, KOZY Grand Rapids, KTRF Thief River Falls, KUOM Minneapolis, KXRA Alexandria, WCCO Minneapolis, WEVE Eveleth and WHLB Virginia, all Minnesota; KBMY Billings, KLTZ Glasgow, WMON Great Falls, KOLL Libby, KOYN Billings, KXLF Butte, KXLJ Helena, KXLK Great Falls, KXLL Missoula, KXLO Lewistown and KXLQ Bozeman, all Montana; KCJB Minot, KNOX Grand Forks, WDAY Fargo, KQDY Minot and KOVC Valley City, all North Dakota; KORN Mitchell and KOTA Rapid City, both South Dakota; KGHF Pueblo and KOA Denver, both Colorado; WSPT Stevens Point and WRAC Racine, both Wisconsin; WTAQ La Grange and WKRS Waukegan, both Illinois; KWMT Fort Dodge, Iowa and KWK St. Louis, Mo.

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Ala.	Medium	1kw-D	65M	terms
Md.	Single	500w-D	65M	cash
W.Va.	Small	250w-F	30M	cash
Ill.	Single	500w-D	80M	terms
Ky.	Medium	1kw-D	175M	terms
Pa.	Sm-med.	1kw-D	100M	terms
Fla.	Medium	500w-D	60M	terms
N.C.	Medium	1kw-D	200M	terms
Gulf	Medium	1kw-D	98M	terms
Va.	Metro	1kw-D	150M	terms
S.E.	Metro	500w-D	75M	terms
S.E.	Major	5kw-D	250M	cash
Fla.	Large	250-w	250M	terms
East	Large	250w-D	450M	terms
S.W.	Large	clear	225M	terms
South	Medium	VHF-TV	750M	terms

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Why every family should have a family doctor...

EVERY family should select and become acquainted with a doctor *before* illness strikes. Yet, many families wait until sickness or emergency requires a last-minute decision about the doctor they will call.

A family doctor, usually a general practitioner or an internist, can care for about 85 percent of the illnesses your family is likely to have and should you need specialized care, he can arrange it.

Perhaps the best way to select your doctor is through your local medical society or community hospital. They will give you the names of several physicians—and you may choose one of them with assurance that you will be in good hands.

Then, call the doctor you have chosen. Make an appointment and go to see him for a friendly talk—about fees, night calls, the hospitals he's associated with, and whatever else is on your mind.

Then ask yourself these questions: did you like him . . . feel at ease with him . . . would you trust him during those critical situations which illness often creates?

These questions are of great importance, for without mutual friendship and understanding, a warm doctor-patient relationship can never exist.

What are the advantages of having a regular doctor? For one thing, he will get to know you and your family intimately—your "medical history," your response to certain drugs, your normal blood pressure, your emotional reactions, and other facts which may be very helpful whether your trouble is minor or serious.

He can also give you the benefits of *preventive* medicine. For example, if you have young children, he will want to see them at intervals to check their health—and to keep their protection against communicable diseases up to date.

For others in your family, he can be a health counselor.

For instance, if you're bothered at times by seemingly trivial complaints—indigestion, headache, nervousness, or fatigue—you might hesitate to go to a doctor whom you do not know. But with a family doctor, you'd feel free to talk over any condition that upsets you now and then.

Select your family doctor now. Keep his name, address, telephone number and office hours posted in a spot known to everyone in your family.

REMEMBER, the *continuing* supervision of a family doctor can help your children grow up strong and well—and help you live a long and healthy life.

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OUR RESPECTS TO . . .

George Thomas Shupert

The new attitude toward television at Metro-Goldwyn-Mayer, a name historically associated with lavish celluloid productions and big-name stars, resembles a lovefest.

Every department of the famous Culver City motion picture studio is being oriented to tv. And to head up this tv operation, MGM attracted from the presidency of ABC Films Inc., George T. Shupert, a tv pioneer and a top pro in tv film sales.

Mr. Shupert, a wiry man with a crop of silver hair, is MGM's vice president in charge of tv, elected to the post several weeks ago.

Of MGM's new spirit, Mr. Shupert notes that at the company's huge Culver City studio, "from Sol Siegel [MGM's studio boss] to the studio guide, they're plugging television."

The Transcontinental • Mr. Shupert might be described as a man of two worlds — New York and Hollywood. For in recent weeks he has been in both places boning up on what MGM has in the planning stage and contributing his knowledge about the television medium.

Just now, MGM Vice President Shupert is simmering down to what he expects will become a one-week stand out of every four in Hollywood, the bulk of his time spent at his New York office in the Loew's Bldg. at Times Square.

Mr. Shupert dresses conservatively, thinks and acts like a businessman and is reserved. But when a visitor shows a genuine interest in tv, Mr. Shupert is sure to unwind, ticking off a mass of anecdotal detail about the medium, from its birth to its current billion-dollar stature.

He knows the story of tv intimately because he played a role in its development. Yet, even as a pioneer of the medium, Mr. Shupert always had at least one leg deep in reels of film.

Basically Showmanship • "There's not as much difference between the production (knowhow) of a motion picture and television as most 'tv experts' say there is," Mr. Shupert says, adding, "Basically each is showmanship."

There's no doubt in his mind that MGM has few peers in film production. And tv's a part of it—MGM-TV is MGM at Culver City, not an island unto itself."

Mr. Shupert warns, too, that in tv syndication and program sales, an operation to be successful (that is, profitable) must have a production arm. And, he feels he cannot stress nearly enough, MGM has this.

George Thomas Shupert commutes daily when in New York from his home in suburban Mount Kisco, a long train ride. His neighbors include *What's My Line?* Bennett Cerf (also Random House) and Arlene Francis. He's lived there the past 15 years.

Two incidents, not as well known as his accomplishments in the 1940s with Paramount Television Productions Inc. or with ABC Films more recently, show Mr. Shupert in still another light.

Eye for the Future • He left his own investment security business in Detroit in the late 30s, went back to New York City and attended the World's Fair, a suitable locale for assessment of the future. With typical logic Mr. Shupert considered that three fields held the most promise: aviation, television and motion pictures (industrial films).

Mr. Shupert: showmanship is the key

He has made good in two of them but has left aviation for others.

In 1952 Mr. Shupert effectively bounced himself out of a possible executive post with United Artists by honestly appraising UA as not being yet ripe for the blossoming tv business. UA respected his recommendation and got out of tv quickly and started a spectacular recovery in motion pictures (and now is in tv up to its ears). But in the process Mr. Shupert by his own action eliminated the post he could have filled.

When Mr. Shupert went to college (U. of Michigan) it was to study to be a dentist like his dad. (Other vital statistics, born July 24, 1904, at Alpena, Mich.) But he quit after two years and in 1924 became a bond salesman. By 1938 he had his own investment buying business (a broker's broker), operating what was the largest over-the-counter house trading in securities in Detroit.

After the World's Fair, Mr. Shupert was in Detroit with Industrial Films Inc. as a salesman, but in the spring of 1940 he returned to New York to convince the majors they ought to go into industrial films. Paramount Pictures listened and Mr. Shupert was in the industrial film division in February 1940 (meantime, holding in his pocket a $17,000 order from Ford Motor Co. for a motion picture). Then came the war and film stock was frozen.

Goodbye to All That • But Mr. Shupert was off in a new direction (and one he always had dreamed of following): tv. In 1942 he became assistant to Paul Raibourn, Paramount's chief of tv activities. (Stations then were KTLA [TV] Los Angeles and WBKB [TV] Chicago.) He soon learned the ropes of application filing with FCC and what "prepare for hearing" means in the broadcast world. Next phase was Paramount Television Productions Inc. where he was a vice president. He learned how to make up a rate card (no precedent then except for radio). In 1946, he helped put the first sponsored show on KTLA (Lincoln-Mercury), for which such names as Cecil de Mille, Bob Hope, Jerry Colonna and others showed up just for the novelty and asked no payment for their services.

By 1948, Mr. Shupert worked with one of the first film networks—Paramount Television Network—which also was instrumental in developing the kinescope recorder. In September 1951 he joined Ed Small in distributing feature films (again one of the first to do so). They had 26 titles—"top features," says Mr. Shupert, who's still the enthusiastic salesman he was when he joined ABC Films in 1953 as a vice president.

Mr. Shupert married his high school sweetheart, Evlyn La Londe, in February 1928 at Ann Arbor, Mich. They have three children: Mrs. J. D. Quimby of Clayton, N. Y.; Mrs. James Shepherd of New York, and George T. Shupert Jr. who is in the Navy submarine service in San Diego; and three grandchildren.

As many executives who must travel frequently for long distances, Mr. Shupert is an avid reader. As for motion pictures: "I'm a pushover." He is a former president of American Television Society and one of its founders; was the second president of the Radio & Television Executives Society and also belongs to the Lambs Club.

Tv's own image

IF nothing else had happened in Chicago last week, the two-paragraph resolution adopted by television broadcasters mounting an "information" campaign against tv's critics made the NAB annual convention noteworthy.

Other things did happen in Chicago, not the least of which were the pronouncements from FCC and other public figures which, for better or worse, helped dispel the fog about the trend of regulation in the basically important areas of programming and allocations. Because the sessions were restricted to ownership-management they were more sober and thought-provoking than others in recent memory.

Far more significant than its carefully turned phrases was the resolution on the "information" campaign. It was the culmination of months, if not years, of effort by veteran telecasters plus new and enlightened leadership, to combat the derisive barrages of competitive media, abetted by misguided or vindictive mouthings of politicians and the so-called intelligentsia, designed to cripple or destroy tv as a free medium.

The unanimous action came after NBC's board chairman, Robert W. Sarnoff, had called for it in his resounding keynote address. The timing was perfect. Further delay, or any effort to attempt to effect it with existing manpower or tools would have been foredoomed.

It was not an action of the NAB, in convention assembled. It was taken by tv broadcasters, as a separate body, meeting as a division of the NAB. It does not call upon the NAB, made up as it is of both radio and television membership, to implement the campaign, but provides that it shall be separately staffed operated and financed "in liaison with" NAB.

But the authorization of this nationwide "image" project is only the necessary first step. A strong committee, headed by C. Wrede Petersmeyer, Corinthian Stations president, is to submit its proposals for design, financing and implementation to the Television Board of the NAB by April 30. Once approved, the task will be to sell to all segments of television (suppliers, manufacturers, syndicators, station representatives, and others) on the major effort. The networks need no goading because they have been sorely aware of the opposition campaign and CBS, in fact, already is spending a substantial budget for a foundation survey of public attitudes toward tv.

So the voices in the wilderness of a few years ago are now supported by an anvil chorus. There is a massive job of organization and follow through before there can be the massive retaliation against those out to get television.

No one in television has any doubt about where the public stands. It is for television, as every unbiased survey ever made has shown. No popular consumer magazine can make the newsstand sales it needs without giving attention to television. Newspapers that do not carry television logs and comment are either decadent or monopoly-controlled.

The story is there. It needs telling. A good start was made in Chicago last week.

315's last legs

IF they succeed in obtaining repeal of the political broadcasting law, broadcasters will owe a great debt to three people, the President of the United States, the chairman of the Federal Communications Commission and a political failure named Lar Daly.

Those three have given significant momentum to the campaign against Sec. 315 of the Communications Act.

The debt owed Mr. Daly is obvious. He was a candidate with utterly no future, a laughingstock. Yet the FCC, quite properly, we believe, decided that Sec. 315 required Chicago television stations to give him time. If the FCC had decided otherwise, it would have been misreading the law. By applying it correctly, the FCC created the perfect illustration of one of the law's imbecilities.

The debt owed Mr. Eisenhower and Mr. Doerfer is also obvious. The President's description of Sec. 315 as being "ridiculous" was apt. It must have effect on members of the Congress. Mr. Doerfer's call for repeal of Sec. 315 must also be treated with respect. As the chief officer in charge of administering the Communications Act he is in the most expert position to observe its imperfections.

But however influential the President and Mr. Doerfer may be, repeal of Sec. 315 will not come about automatically now that they have spoken. It will be extremely difficult to persuade the perpetual candidates on Capitol Hill to relinquish their grip on political broadcasting.

Repeal of Sec. 315 will be achieved only by the most energetic work by broadcasters. They must exercise their most persuasive influences among members of Congress. The job will be among the most trying they have faced.

Frank Stanton, CBS president, realistically appraised the ludicrous restrictions of Sec. 315 and the difficulty of removing them in his speech to CBS-TV affiliates in Chicago (BROADCASTING, March 16). It was Dr. Stanton's letter to the White House that induced the President's comment.

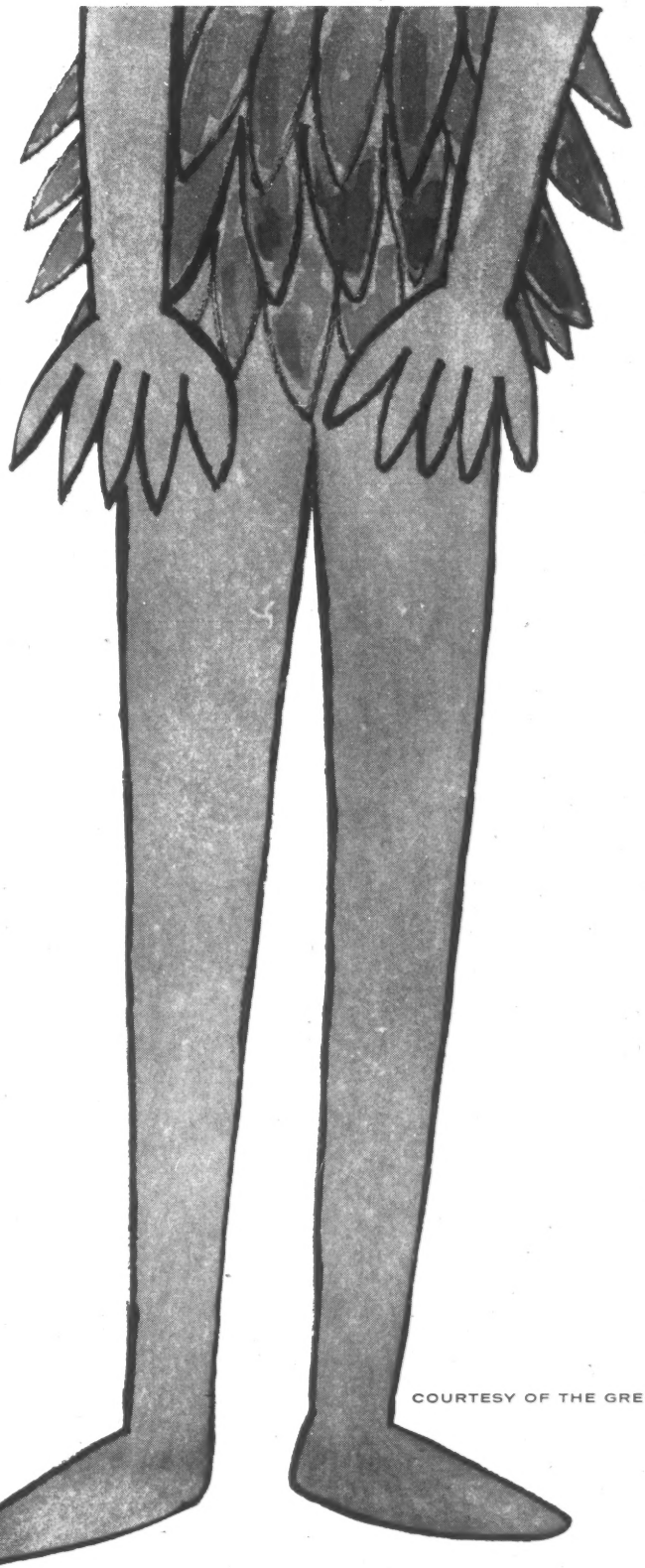
The equal time provision is but one of several imbecilities in Section 315. The whole section is a nightmarish example of the government's trying to substitute a law for independent editorial judgment.

It is possible, of course, that Congress may be spared the necessity of grappling with the problem. The Supreme Court now has before it the WDAY-TV Fargo, N.D., libel case arising from the operation of Sec. 315. It is our wishful thought that the Supreme Court may declare the law unconstitutional.

But the possibility of Supreme Court solution to the problem should not lull broadcasters. They should move at once on Capitol Hill to exploit the advantages which Messrs. Eisenhower, Doerfer and Daly have provided.

Drawn for BROADCASTING by Sid Hix

"My favorite program? Twenty-six men."



How it feels to be enjoyed and a giant

Maybe you think you have troubles. But what if you were a giant? And, what if you had to go around broadcasting pictures and sound through the air? You'd be in quite a dither now, wouldn't you?

But KPRC-TV, The Houston, Texas television Giant manages to be pretty philosophical about it all. He figures being a Giant by career has its problems just like any other business, and you just have to adjust to them.

Of course it gets a bit lonesome at times. There being so few giants around these days to talk to. But, he lives for his work. Fact is, in this respect he's a little bit neurotic. He has a sort of compulsion complex, you might say. Feels he has to carry and sell the best products and services in the whole wide world. Won't rest. Won't let any of us rest.

You take KPRC-TV programming. First off, he developed a very special breed—very, very varied entertainment with fresh, well-placed commercials. Then, he was one of the first stations in the nation to invest in a video-tape recorder—figured that was one way to retain the freshness. So everybody loved his programming. But, did he sit back on his laurels and relax? Not him. First thing you know, he came up with a way to quick-cook participating spot announcements.

It's hard to guess what he'll be up to next. But that's The Houston Giant for you.

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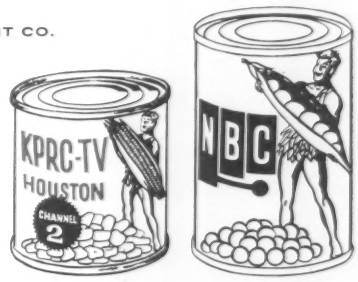

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